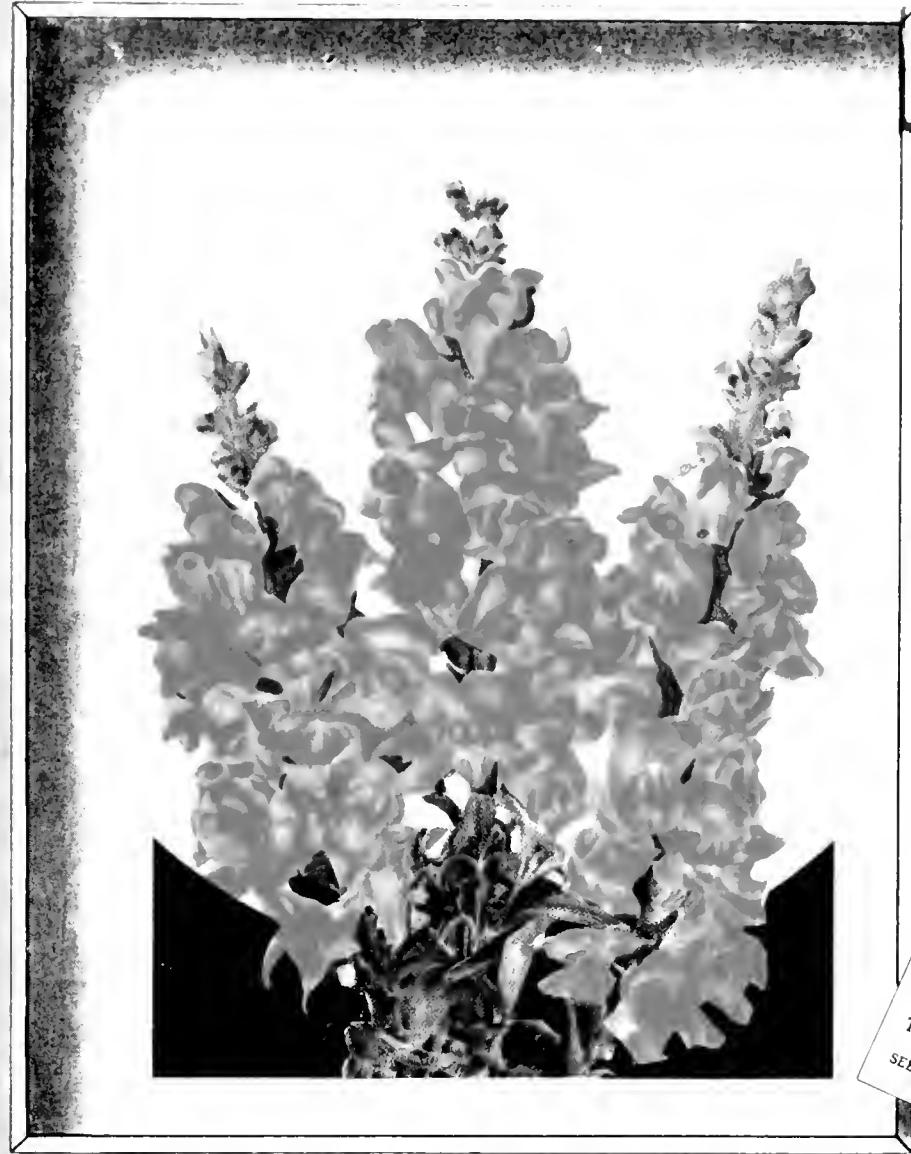


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Do not assume content reflects current scientific knowledge, policies, or practices.

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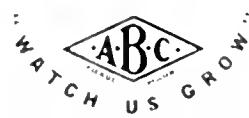


1335 WEST RANDOLPH STREET, CHICAGO • 31 WEST 27TH STREET, NEW YORK

**IMPORTERS AND GROWERS
SEEDS, BULBS AND PLANTS**
American and European Novelties

WHOLESALE PRICE LISTS FOR FLORISTS, SEEDSMEN AND NURSERYMEN

SPRING EDITION 1937



THE OUTSTANDING NEW PLANT FOR 1937

BUDDELEIA HARTWEGI is undoubtedly the finest of all the summer flowering Butterfly Bushes. As a summer cutflower plant and as an ornamental lawn shrub it is unsurpassed in beauty and usefulness. The large bright lavender panicles have remarkable substance and harmonize in arrangement with other summer flowers. The flowers do not "sunburn" as do the other Davidii varieties, and the tip flowers on the panicle open before the basal flowers have faded. The individual flowers are closely spaced on the panicles, imparting a compact and pleasing appearance. The foliage is very heavy and is rich dark green.



New Hardy BUDDLEIA HARTWEGI
EXCEPTIONAL FOR CUTFLOWERS

Buddleia Hartwegi is hardier than any of the summer flowering Butterfly Bushes, having lived through the severe winter of 1935-36 without protection and with only slight loss.

Buddleia Hartwegi will be introduced for the first time in 1937, deliveries beginning on January 1, 1937. Plants from 2½-inch pots, which will flower profusely the first year, will be supplied.

PRICES:

\$3.50 per 12	\$25.00 per 100
\$200.00 per 1000	

6 to 25 plants will be supplied at the dozen rate, 25 or more at the 100 rate, 250 or more at the 1000 rate.

It is requested that retail prices be maintained at 75c each, 3 for \$2.00.

Two Sensational New SNAPDRAGONS for Garden Planting "Cut and Come Again"



New "Cut and Come Again" Snapdragon
"Saint George"

(See also Front Cover for companion variety)

DWARF ANTIRRHINUM (SNAPDRAGON) "Royal Rose" MALMAISON TYPE

(Illustrated on Front Cover)

"Royal Rose" is truly a regal variety. The color is almost impossible to describe and must be seen to be appreciated, for even to say that it is the deepest and richest rose imaginable does not do it justice. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the Rose. As with "St. George," the spike is dense; the individual flowers placed closely together. With all confidence we recommend these two varieties. Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

DWARF ANTIRRHINUM SNAPDRAGON "St. George" MALMAISON TYPE

"Malmaison" has been acclaimed the finest of all Antirrhinums for bedding. Free-flowering, erect and so sturdy that they stand up against almost any adverse weather condition, these two Novelties, "Royal Rose" and "Saint George" are varieties which can be recommended without hesitation for all purposes to which Antirrhinums lend themselves.

The color of "St. George" is orange-cerise, but of a new shade which makes it absolutely distinct from all other varieties. The spike is dense and the pips are placed closely together, making a perfect general and colorful effect. The individual flowers are large and compare very favorably with any known commercial variety.

Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

SPECIAL NOTE!

If you merchandise small plants to the public for garden planting, don't fail to include the two new Snapdrag-

ons listed above. We are sure that they will make friends for you when blooming period comes around.

CHICAGO

AMERICAN BULB CO.

NEW YORK

AMERICAN BULB COMPANY

Importers and Growers

WHOLESALE PRICE LIST

Spring Edition 1937



21 Years Faithfully Serving The Horticultural Trade



Illustration showing view of our new building in Chicago, occupying approximately 50,000 square feet of space, specially constructed to carry on with our highly specialized lines and assure our clients prompt service.

TERMS OF BUSINESS

Routing: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Disclaimer: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Discounts: On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted: **5 per cent cash discount is allowed on all orders of Flower and Vegetable Seeds only;** 3 per cent on Bulbs when remittance accompanies the order, except items specially quoted or priced. All other goods are strictly net as are also bills for goods supplied under special quotations unless otherwise agreed upon.

Parcel Post: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

Prices: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D. All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS

THE BETTER GRADE OF BULBS, SEEDS AND PLANTS

OUR extensive resources enable us to say with all sincerity: "We can and will supply you to advantage."

We try to advertise our respective lines fairly and honestly, but all our advertising would be wasted if our stocks did not deliver the performance.

Our prices will be found to be consistent with market values, quality considered, and we qualify "service that will please." We believe you will find it worth while to depend on A. B. C. for your bulb, seed and plant needs.

We await your valued commands.

A. Miller, President

Ben Miller, Vice-Pres.



J. J. Karins, Vice-Pres.

A. L. Koehler, Sec.-Treas.

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A. B. C. LILY HEADQUARTERS

SPECIAL NOTE: Please mail orders from this list to

AMERICAN BULB COMPANY

31 West 27th Street, New York, N. Y.

Chicago Cable Address "BULBS." (A. B. C. and Bentley Codes)

Special Catalogues Published by A. B. C., Mailed Free—

Chrysanthemums

(STRONG ROOTED CUTTINGS)

100 or 100,000

"Pep up" your "Mum" production
with NEW BLOOD

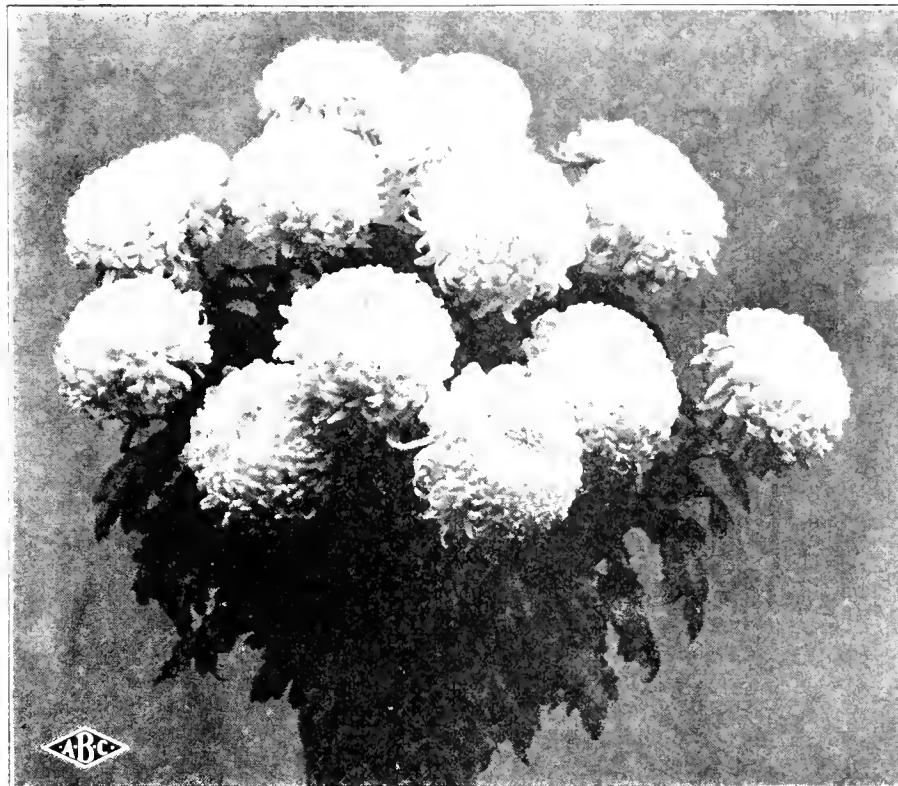
Through contract arrangement with one of the largest producers in the United States, we are prepared to supply in good season every worth-while "Mum" in commerce in units of **100 to 100,000** (or even as small as 25 of a variety), as all cuttings are propagated from "GUARANTEED HEALTHY PLANTS." This is a real opportunity to "CHANGE YOUR MUM BLOOD" and at prices in conformity with the times. We issue a special catalogue of this line containing all of the older kinds of value, as well as novelties of merit which will enable you to keep "on top" with your Mum production.

This special "Mum" catalogue indicates date of blooming of the various sorts and will be mailed free for the asking.



New Hardy Chrysanthemum "Pink Cushion"

One of some fifty worth-while varieties listed in our special hardy plant catalogue, mailed free on request after Feb. 15th, 1937.



Greenhouse Chrysanthemums in the "Better Varieties"

**SPECIAL CARNATION CATALOGUE READY NOW,
MAILED FREE ON REQUEST**

Contains all worth-while new and best standard kinds, well rooted healthy cuttings furnished at prices that should interest Carnation growers.

FERTILIZERS, INSECTICIDES, BASKETS,
CHIFFONS, RIBBONS AND ALL
FLORISTS' SUPPLIES

in conjunction with the

American Florist Supply Co.
A SUBSIDIARY OF A. B. C.

We publish a most complete illustrated catalogue. Latest issue now ready. Copy mailed free.

Chicago is the "Fountain Head" for the supply
of Fertilizers.

A Most Complete Catalog of Hardy Plants

Is yours for the asking. Our spring 1937 edition will be ready about February 15th. If you are not receiving this regularly, you are missing out on a really excellent catalog which you need.

Whether you grow hardy plants for cut flower purposes or for resale, this book will help you to extra profits.

We are listing at reasonable prices an outstanding assortment of good quality hardy plants suitable for floral arrangements and also picture many of the latest designs as suggestions.

Ask us to reserve a copy for you to be mailed as soon as ready. This book also suggests numerous perennials for greenhouse forcing.

A.B.C. "Supreme" Quality FLORISTS' FLOWER SEEDS

Particular attention is called to our offering of American and European Novelties.

TRUSTWORTHY SEEDS

YOU will agree that in your buying of Flower Seeds there is always a grave element of risk; a named variety may prove untrue, or merely a mixture. Such shortcomings cannot be discovered by examination of the seeds delivered by your wholesaler. Whether you have been well served or not is only discernible when complaints or commendation come from your customers, or when your own trials bloom. A.B.C. "Supreme" quality flower seeds for florists and nurserymen are secured from specialist growers the world over and are dependable in every sense of the word. Forty years of flower seed knowledge, and a keen desire to supply our clients with the best strains obtainable suggest, we believe, that the A.B.C. should be a dependable source for your seed needs.

May we have the pleasure of serving you?

Faithfully yours,
AMERICAN BULB CO.

Per A. Miller, Pres.

SPECIAL NOTE: For cash with order we allow special 5% discount on all orders for flower and vegetable seeds. This discount, however, does not apply to other merchandise listed in this book.

(See page 1 for general discounts.)

FLOWER SEEDS ARE NOT A COMPETITIVE PRICE COMMODITY—FLOWER SEEDS ARE A COMPETITIVE QUALITY COMMODITY

A corner in our Florists' Flower Seed Department. Fully qualified for prompt and efficient service to our numerous clients.



How to Improve Germination of Fine Seeds Especially During Hot Weather Season

Mix "Sorbex". (The Finest Peat Organic) with soil in seed flats and pots. **Soil for Seed Flats.** A perfect mixture for the tender germinated seedlings is one part "Sorbex" to two parts screened garden loam—by volume. Prepare this mixture several days in advance of sowing seeds to allow the "Sorbex" time to absorb some moisture. If time is a factor, moisten the "Sorbex" somewhat before mixing with the soil.

"SORBEX." Per 10-bushel bag.....\$2.75

Follow this by applying "Formaldehyde" or "Ansul Dust"

What Causes Damping-Off? Few growers realize that such diseases as "Damping-Off" and rots of seedlings are caused by living germs. Disease producing germs live normally in the soil and on seeds. The only successful way of preventing these diseases is to sterilize the soil and disinfect the seed.

(Excerpt from Florists' Review, issue of January 24, 1935)

Formaldehyde for Damping-Off. "Dr. C. E. F. Guterman, of the department of plant pathology (Cornell University) told of recent developments in the control of damping-off of seedlings. The use of formaldehyde for treating soils for seed planting was recommended where it is not possible to use steam as a means of sterilization. It was shown that two scant teaspoons of commercial (forty per cent) formaldehyde mixed with about ten teaspoons of water make sufficient solution to treat one average-size flat of soil. The soil is spread out on the bench and sprinkled with the formaldehyde solution. It is then thoroughly mixed and placed in the flat. After the soil has stood twenty-four hours, the seeds may be planted. One pint of formaldehyde is ample to treat fifty flats of soil.

LIQUID FORMALDEHYDE. Qt.....85c Gal.... \$2.50 60 lb. kegs \$8.40

ANSUL DUST. Also a popular remedy for Damping-Off control

1-lb. cans	\$0.75
5-lb. cans	2.00
25-lb. drums	5.50

New Early Flowering Snow White Snapdragon "BEZDEK'S WHITE WONDER"

For Under-Glass Culture. Introduced by A. B. C. New Crop Seed Ready June, 1937



BY FAR the best pure white Snapdragon we have ever seen, possessing long flowering spikes on strong wiry stems. Produces continually throughout the winter months without shattering its flowers. The Chicago Flower Trade having merchandised "White Wonder" for the past two years have invariably de-

clared it the white cut-flower Snapdragon "par excellence". (Advance orders for this valuable new kind are advisable.)

Price of "White Wonder":

Tr. Pkt. 1000 seeds.....\$2.00 3000 seeds.....\$5.00

The following expressions with regard to "White Wonder" speak for themselves—A. B. C.

EDWARDS, RETAIL FLORIST
Winnetka, Ill.

October 31, 1936.

American Bulb Co., Chicago.
Gentlemen:

We wish to state that we have handled the new snapdragon "White Wonder" in our retail store for some time, and consider that for spacing of flowers, purity of color, and non-shattering qualities it is one of the best we have seen.

Yours very truly,
EDWARDS FLORIST.

JOSEPH FOERSTER COMPANY
WHOLESALE FLORISTS
Chicago

October 26, 1936.

American Bulb Co., Chicago.
Dear Sirs:

I have your letter and in answer to your inquiry as to our opinion of Mr. Bezdek's new snapdragon "White Wonder" I must say that it is the best white snapdragon we have seen so far. White snapdragons, in fact, all white flowers, are in a special demand right along and I feel that this is something that the trade really wants.

Very truly yours,
JOSEPH FOERSTER COMPANY,
Leonard C. Koehler, Mgr.

HLAVACEK FLOWER SHOP
Wilmette, Ill.

October 23, 1936.

American Bulb Co., Chicago.
Dear Sirs:

I at this time thank you for your letter of the 22nd, saying that American Bulb Co. will have the exclusive sales agency on Mr. Bezdek's new snapdragon "White Wonder". We have in the past merchandised this snapdragon for Mr. Bezdek, and feel free in saying that it is the finest in production, its growth along with its snow-white color. There is no other snapdragon I know of that will compare with "White Wonder".

Very truly yours,
HLAVACEK FLOWER SHOP.

Quoting from The Illinois State Florists Association Bulletin, June, 1936:

"It is the most promising white that we have grown."

Produced by
V. BEZDEK AND SONS
Wilmette, Illinois

HENRY ILG, FLORIST
Winnetka, Illinois

October 26, 1936.

American Bulb Co., Chicago.
Dear Sirs:

In reply to your letter, we have found the "White Wonder" snapdragon to be a good keeper and a pure white flower, and believe it to be one of the leading whites.

Yours truly,
HENRY ILG.

AMLING COMPANY
WHOLESALE CUT FLOWERS
Chicago, Ill.

October 26, 1936.

American Bulb Co., Chicago.
Gentlemen:

Answering your inquiry of the 22nd regarding Mr. Bezdek's new snapdragon "White Wonder," we wish to commend this highly for cut-flower purposes. Mr. Bezdek shipped this snapdragon to us as a cut-flower last season and **we found it a very ready seller at a premium**. We believe it will make a valuable addition to every commercial grower.

Yours very truly,
AMLING COMPANY,
James Sykora, Mgr.

FOR ADDITIONAL LIST OF SNAPDRAGONS SEE ALPHABETICALLY ARRANGED PAGES

Recent Novelties and Specialties

Acroclinium

New Large-Flowered Double Hybrids (ANNUAL)

The range of color is most remarkable, being especially rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. While some of the flowers have a light eye, the majority are enhanced by a boldly contrasting dark center. No florist or market grower should be without these New Large Flowered Double Hybrids.

Tr. Pkt. 25c
 $\frac{1}{4}$ oz. .50c Oz. \$1.50



New Begonia "Dresden 1936"

AMARYLLIS "Diener's Mammoth Hybrids"

Growers should find much of interest in Amaryllis culture from seed and we believe a most favorable surprise from the above named strain is in store for the producer when flowering period arrives. (Seed supplied in Diener's original packets.)

Price 20 seeds..... 50c 100 seeds..... \$1.50 1,000 seeds..... \$10.00

AQUILEGIA CLEMATIFLORA MIXED

Hardy Perennial

"CLEMATIS FLOWERED"

Height: 2 to 3 Feet

This glorious Columbine is absolutely distinct in petal formation. As will be seen from the above illustration, the blooms greatly resemble Clematis flowers. The plants are of medium height, good compact habit and free flowering whilst the individual blooms are large and solid in petal.

The color range includes delicate pastel shades of pink and blue. Tr. Pkt. 75c

Begonia Gracilis Heterosis "Dresden 1936" (Benary)

Noted for their regular habit, abundance of flowers and purity in color. The plants grow about 9 ins. high, branch out well and are unusually rich flowerers. The side shoots grow practically as high as the centre spike thus showing off to the best advantage the luxuriant blossoms. The color of the large loose bundles of numerous medium sized blooms, is a striking brilliant carmine scarlet. The Committee of the large Dresden Exhibition 1936 chose this novelty and the "Tausendschoen" introduced last year, for planting a large central group in the Show. Tr. Pkt. \$1.00

ASTER

New Early Dawn "Apple Blossom"

They are the first of the early flowering Asters for cutting which are so much in demand. They open at the beginning of July, and flower for many weeks without losing any of their beauty.

The nobly-formed flowers, 4—4½ ins. in diameter, are borne on strong stems about 12 ins. long. They are of healthy and hardy growth. The Early Dawn Aster is vastly superior to the old Queen of the Market. The colors already on the market, White, Rose and Lavender are now joined by Apple Blossom, whose flowers are white to begin with and later change to a delicate pink. A valuable color for decorative purposes. Tr. Pkt. 50c



New Early Dawn Aster "Apple Blossom"

New Aquilegia Long Spurred Crimson Star

ALL DOUBLE PETUNIA "WORLD BEAUTY" PROVIDES REAL PROFIT FOR THE GROWER

Recent Novelties and Specialties



New Begonia "Snow"

NEW BEGONIA SEMPERFLORENS HETEROSIS "Snow"

This new, snow white, profusely flowering hybrid is outstanding on account of its resistance to heat, drought and excessive moisture. The plants bloom well during unfavorable weather and retain their fresh, pure white appearance. These pure white medium sized flowers show up well against the rosy stems and light green leaves. The bushy plants grow about 10 ins. high. At the official Begonia trials (Germany), this new hybrid proved to be the best white Begonia. Tr. Pkt. \$1.00



Centaurea (Cornflower) Jubilee Gem

CENTAUREA (CORNFLOWER) "JUBILEE GEM"

(Originators True Strain)

"Jubilee Gem" is a dwarf variety of Cornflower making a compact plant literally covered with flowers. It has foliage distinct from all other Cornflowers, forming a tufted mass of bright green, contrasting well with the dark but vivid double blue flowers. The plant is about 12 ins. in height.

We consider "Jubilee Gem" a Novelty equal in merit to the best of our introductions of the last few years.

Easy to grow, it is "everyone's" flower and is adaptable for almost any purpose to which a plant may be put. The grower for market will welcome it as a pot plant, as also will the amateur with the now very popular cold greenhouse. As an edging plant, a border plant, or for ground work in formal beds of Roses, etc., it will be found admirable; it is a fine cut flower and, above all, it may be sown outside in the autumn for spring flowering, or in the spring for summer flowering, and at intervals if a continuous supply of plants is wanted. Tr. Pkt. 50c

CALCEOLARIA HYBRIDA "FLOWER CLOUD"

indicates its descent from the rugosa type by its extraordinary mass of bloom. Over a hundred "Lady's Slippers" about 1 in. large, on the center stem form large dense bouquets which, joined later by several hundred blossoms on the numerous side shoots, form giant umbels, aptly described as "Clouds." It starts flowering somewhat later than the multiflora nana and earlier than the rugosa Calceolarias and lasts for weeks in undiminished glory. The striking, brilliant light yellow show plants, on an average 12 ins. high, must appear very desirable to every spectator. Besides yellow, there are varying shades of brown and orange. The hardiness of flowers and foliage makes transport easy, and use in the open possible, and increases its value as a market plant. Tr. Pkt. \$1.00



New Calceolaria "Flower Cloud"

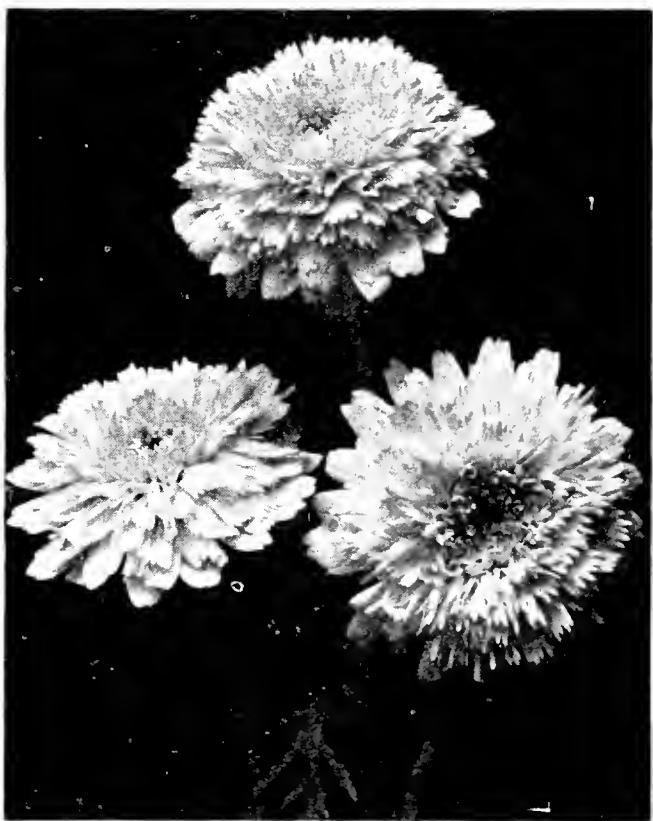
Chrysanthemum Yellowstone

Hardy Annual
(SEGETUM DOUBLE)

Height: 2 Feet

This is an entirely new break in Chrysanthemum Segetum. The flowers are of a full double form and are borne on good straight stems. The color of "Yellowstone" is very bright and appealing and similar to the well-known "Eastern Star." It is, in fact, a sport from this latter variety, but the double form of the flower makes the color considerably brighter and more solid in effect. This new "Chrysanthemum" will be welcomed by market growers for cutting.

Tr. Pkt. 50c



New Chrysanthemum "Yellowstone"

"PICARDY," THE CUTFLOWER GLADIOLUS "PAR-EXCELLENCE"

Recent Novelties and Specialties



New Cosmos "Sensation"

This Mammoth Early Flowering Cosmos provides a profitable Cut Flower during early summer. We introduced this valuable New Cosmos to the trade and are prepared to again supply you with true strain for coming season.

NEW MAMMOTH FLOWERING COSMOS "SENSATION"

Exceptional for Cutflowers — Given an Award of Merit by "The All-America Council," 1935

Mr. O. J. Olson of Holm and Olson, the well-known retailers and growers, of Saint Paul, Minn., says of "Sensation Cosmos": "It is a dandy. Much larger than any cosmos we see later in the season. We have found them good sellers and believe it is quite a big acquisition to the cutflower trade."

Pink, White or Mixed Tr. Pkt. 25c
Oz. \$1.50 1/4 lb. \$5.00



Double Early Dwarf Fuchsia

BLACKMORE AND LANGDON'S DELPHINIUMS ARE IN A CLASS BY THEMSELVES

ERIGERON

(PERENNIAL)

DOUBLE "AZURE BEAUTY" (Raiser's Description)

The plant reaches a height of about 2½ ft. and is extremely floriferous. "Azure Beauty" is an ideal subject for the herbaceous border, an attractive cutflower, and a novelty which warrants a place in every Seed Catalogue. It is very hardy, and sown in March or April will flower the following spring.

Tr. Pkt. 35c 3 Tr. Pks. \$1.00

FUCHSIA HYBRIDA

DOUBLE DWARF EARLY FLOWERING MIXED

Seed sown in January or February will flower at the end of June and continue until the autumn. The plants produce from 85 to 90 per cent double blooms with white, lilac, pink, light and dark blue corollas. Raising these Fuchsias from seed gives very good results and is to be highly recommended. Tr. Pkt. 50c

CUPHEA "FIREFLY" (New)

Annual. Deep Rosy Scarlet. 10 to 12 inches in height. Flowers in 5 months from seed.

Tr. Pkt. 50c 1/8 oz. \$1.00

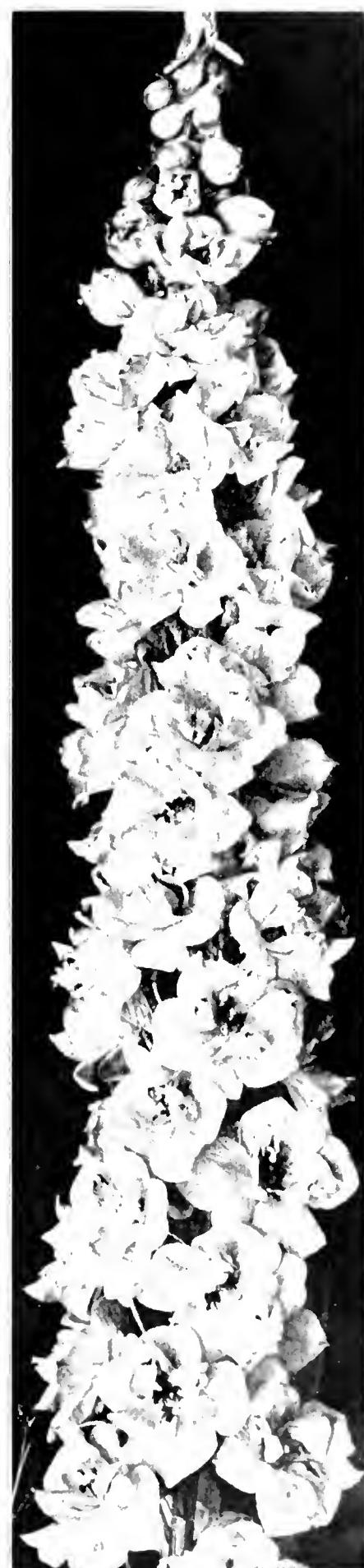
DELPHINIUM

Blackmore and Langdon's Gold Medal Strain
Exceptional for Cutflowers and Garden Show

We believe everyone will agree that there are no better Delphinium strains to be found anywhere than those developed and sold by Blackmore and Langdon of Bath, England. Their famous Delphiniums have been admired by connoisseurs from all parts of the world, they have been exhibited at all the important horticultural shows and exhibitions, and have been granted literally hundreds of medals, prizes, certificates and awards. To those who are acquainted with Blackmore and Langdon's Delphiniums no more need be said, and to those who have never grown these famous Delphiniums we recommend most urgently that this very valuable strain be incorporated in the Delphinium list.

Tr. Pkt. \$1.00 1/4 oz. \$2.00 Oz. \$7.00

SPECIAL NOTE: We have recently imported from Blackmore & Langdon (England) a large collection of their choicest named varieties in various colors and shades. Each variety in separate package and containing not less than 100 seeds, which we offer at \$1.25 per package or 5 varieties for \$5.00. If you are desirous of producing Hardy Delphinium that will create a sensation when in bloom, allow us to make up a selection. We promise that you will be agreeably surprised with the results obtained from same. A.B.C.



Type of Delphinium

Blackmore and Langdon's "Gold Medal" Hybrids for Cut Flowers and Garden Show

Recent Novelties and Specialties

GOURDS

They have long been subjects for artistic decoration in our land as well as in Mexico and other southern states. Easily grown—ask for free cultural directions and method of treatment after maturing.

Calabash (see opposite).
Tr. Pkt....10c Oz....30c
Mixed Varieties. From named sort.
Tr. Pkt....10c Oz....30c

FOR OUR COMPLETE LISTING OF LARK-SPUR, SEE ALPHABETICALLY ARRANGED PAGES IN THIS BOOK

LARKSPUR GIANT IMPERIAL "WHITE KING" (NEW)

"White King" is, without question, the finest introduction in Larkspurs in recent years. The flowers are pure glistening white, broad petalled, solid and remarkably devoid of that green tinge common to other white varieties.

The spikes, which are long and thickly clothed with blossom, are freely borne on tall, robust plants of true Imperial habit.

"White King" is very early flowering, coming into bloom fully a week before the rest of the Giant Imperial varieties.

We know this to be one of the finest varieties of Larkspur yet introduced, and an entirely distinct type.

(SPECIAL MENTION WINNER 1937 — ALL AMERICA SELECTIONS)

Pkt.....	40c	1/2 oz.....	\$1.00	1 oz.....	\$1.75
<i>Larkspur, Giant Imperial "Gloria Improved" (New).</i> Large flowered, warm rose pink.					
Tr. Pkt.....	40c	1/2 oz.....	\$1.00	1 oz.....	\$1.75
<i>Larkspur Giant Imperial "Coral King" (New).</i> A new color, never before seen in Larkspur, blush pink with a strong suffusion of coral which deepens and gets rich as the flowers mature.					
Tr. Pkt.....	40c	1/2 oz.....	\$1.00	1 oz.....	\$1.75

LEPTOSYNE "GOLDEN ROSETTE"

Annual — Height: 18 Ins.

This double form of "Leptosyne Stillmanni" is sure of a welcome from all amateur and professional flower growers. It is of easy culture and will "succeed almost anywhere." As will be seen from the accompanying photograph, the flowers are of perfect Rosette form.

The color is bright butter yellow and the flowers are produced in the greatest possible profusion.

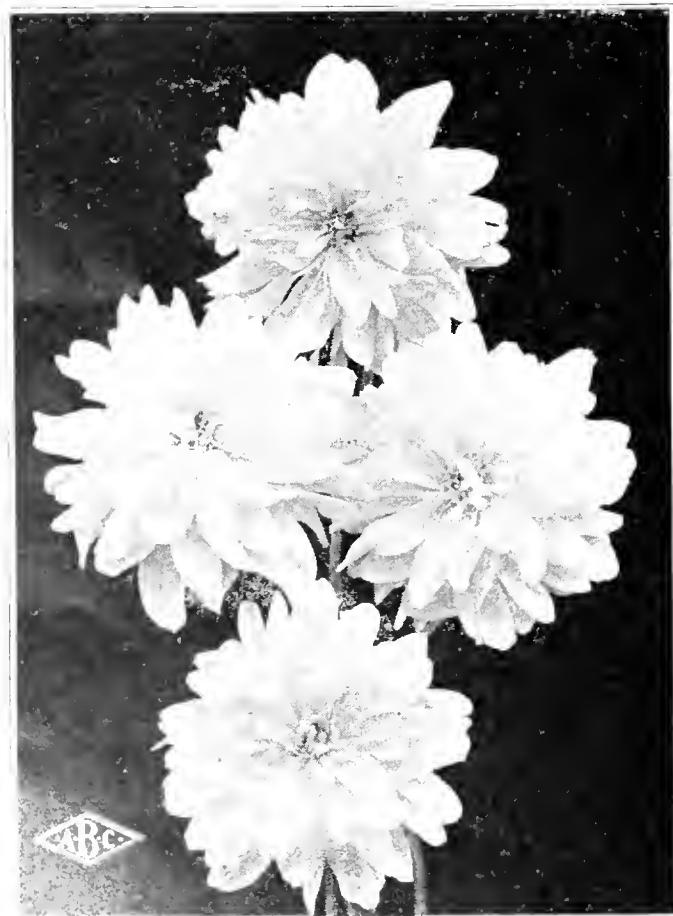
As a cut flower "Golden Rosette" will be found admirable and it is difficult to think of its equal in "yellow annuals" as a garden plant.

This "Leptosyne" may be raised as a half hardy annual by sowing early in boxes or it may be treated as a hardy annual and sown in open ground.

"Golden Rosette" flowers within ten weeks of sowing and blooms throughout the summer. Tr. Pkt.....50c



Calabash Gourds Decorated as Penguins



Leptosyne, "Golden Rosette"



New Pure White Larkspur, "White King"



Lilium Longiflorum Praecox, "White Queen"

IPOMOEA (Moonflower) "Heavenly Blue"

Clarke's Improved Early Flowering Strain. Clarke's strain is well known and widely used throughout the United States, being especially adapted to Eastern conditions. It is early flowering and makes a sparse growth of foliage. When growing Ipomeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied. One of the most admired flowering vines at the Chicago Century of Progress, 1934. H. B. Hudson, who had charge of the Vaughan booth at the Fair, stated that they sold more seed for the Morning Glory Heavenly Blue than anything else. This climber made a beautiful showing on the back wall of the Horticultural Building. A Color of Pure, Unrivalled Beauty.

Clarke's Early-Flowering Heavenly Blue. A good seller when offered in small pot plants for setting out in the garden in spring.

Tr. Pkt.....15c Oz.....75c Lb.....\$8.00

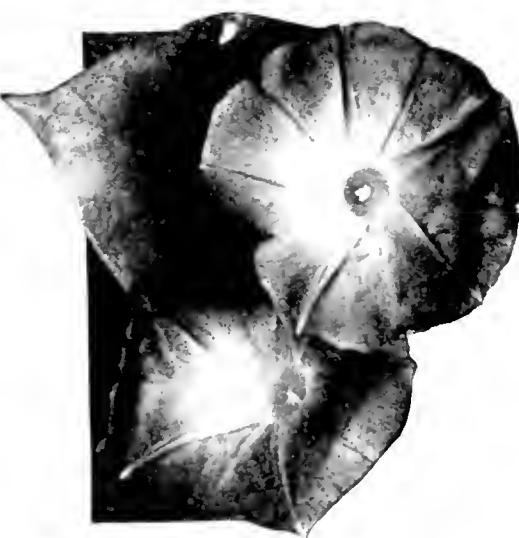
Sensational Cut-Flower Novelty

Lieb's Winter MARIGOLD

(The Originator's Improved Strain)

Mahogany brown with golden yellow crested center. Flowers continually from October to May. Blossoms, 3 inches diameter, are of wonderful keeping quality and have a distinctly sweet odor. Fine to follow Mums.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. No insect pests. Tr. Pkt....50c



Ipomoea (Moonflower) "Heavenly Blue"

"BEZDEK'S WHITE WONDER" SNAPDRAGON, THE "LAST WORD" IN WHITE CUTFLOWER "SNAPS"

Recent Novelties and Specialties

LILIUM LONGIFLORUM PRAECOX "White Queen"

The cult of the Lily family has experienced an immense impetus of recent years, and we are pleased to be able to supply this beautiful Lily, which, with its long snowy-white pendant flowers, is remarkable for the celerity with which it can be raised from seed. The plants begin to bloom well within 12 months from the time of sowing. The flowers are of exquisite form and very freely produced. This new Lily has proved itself an excellent market plant. It received an Award of Merit from the Royal Horticultural Society in 1932. Tr. Pkt.....\$1.00

MARIGOLD "Gigantea Sunset Giants"

"Marigold Sunset Giants" is a Novelty from California; it is said to have the largest known flowers in the "Marigold" group, averaging 5 inches and some flowers attaining a size of 7½ inches across; they are produced in great profusion; instead of the usual "Marigold" odor these flowers have a definitely sweet fragrance. They are loosely formed very full centered, with broad, heavy petals gracefully overlapping to make a flower of great depth and even larger than Dahlia Flowered Zinnias. "Sunset Giants" is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double. The plants are normally 3½ to 4 ft. high, but under favorable conditions have been known to grow as much as 7 ft. high. Excellent for cutting.

Tr. Pkt.....35c ¼ oz.....\$1.00 Oz.....\$3.75



Marigold "Gigantea Sunset Giants" (New)
Two-Thirds Natural Size

Recent Novelties and Specialties



Marigold "Collarette Crown of Gold"
"The Gold Medal Winner"

MARIGOLD COLLARETTE "Crown of Gold"

"All America Council" Gold Medal Winner

An entirely new type of Marigold, developed in California. The crown or top part of the flower resembles a Chrysanthemum in formation and is made up of long, disc petals that beautifully interlace. The crown and the collarette of big, broad petals which surround it are of a bright, pleasing shade of clear golden orange. The color holds even when the flowers are old.

The flowers of the new Collarette Marigold, "Crown of Gold," are slightly sweet-scented and the foliage is entirely free of the usual Marigold odor, so objectionable to many. This is the first Marigold in cultivation with entirely odorless foliage. Plants grow about 2 feet, bloom early, and are very floriferous.

Tr. Pkt..... 50c 1/4 oz..... \$1.50 Oz..... \$5.00

MARIGOLD

Carnation Flowered "Golden Eagle"

Closely related to the popular variety Guinea Gold, "Golden Eagle" has the same habit, height and form of flower; but the color is a delightful shade of luminous gold, pleasing and distinctive. The plants come 100% double and the usual Marigold odor is practically lacking, and it is early flowering.

Tr. Pkt..... 35c Oz..... \$2.50



Marigold "Collarette Crown of Gold"
"The Gold Medal Winner"

MARIGOLD

Carnation Flowered "Lemon Gem"

Another companion to Guinea Gold; type, height and habit are exactly the same. The color is rich lemon yellow, a few shades deeper than Marigold Yellow Supreme. Tr. Pkt..... 35c Oz..... \$2.50

MARIGOLD

New Chrysanthemum Flowered Hybrids

These new Hybrids consist of many new and distinct types of Marigolds. Bloom's Types are quite variable and are most desirable. The beautiful colors are most fascinating and can best be described as containing all shades of orange and yellow. The plants are about three feet high, supporting masses of flowers on fine stems for cutting. Tr. Pkt..... 35c
1/4 oz..... 65c Oz..... \$2.00

NASTURTIUM

Bodger's Double Sweet Scented "Orange Gleam" (Bodger)

"Orange Gleam" is the finest Gleam Nasturtium since the first introduction, "Golden Gleam." The flowers are very large, uniformly double and profusely free flowering, while the color is entirely new in the Nasturtium family — a deep glowing golden orange, with a deeper shading at the center. The plants are semi-dwarf, bearing the flowers well above the green foliage on long, wiry stems. The sweet scent characteristic of Gleams is very pronounced, making the flowers especially fine for garden or cutting use. Tr. Pkt..... 10c Oz..... 50c

Marigold Carnation Flowered
"Golden Eagle"

Recent Novelties and Specialties



Passiflora Coerulea Grandiflora
"Passionflower"

Passiflora Coerulea Grandiflora

The large and numerous flowers of *Passiflora coerulea grandiflora* give an especially evident representation of the " Implements of the Crucifixion," making it thus a very interesting plant. Among all "Passionflowers" this climber is the most frost-resisting species, so that it may resist also in the northern countries in protected places on south walls, if covered in winter. Not only for its particularly large flowers, but also for its beautiful foliage, this *Passiflora* is recommended as one of the most interesting climbing plants. (Sow seed early.) Tr. Pkt. 75c



New Petunia "Golden Jubilee"

Petunia Hybrida Grandiflora Fimbriata "Golden Jubilee"

German (Grower's) Description

This glorious Petunia is the latest raising of my head gardener, Hilmar Grossner, who celebrated his professional Golden Jubilee this year. It is a sport from my "Miranda" variety. Both have the finely fringed and delicately crinkled petals of bright carmine tinged with scarlet. Golden Jubilee however, has a golden throat with light bronze colored markings. This golden yellow center gives the flower a gay and festive character, comparable to the golden trimming on a state robe. Every plant produces numerous blooms measuring about 3½ inches in diameter. This Petunia is wonderfully effective for the decoration of window-boxes, terraces, large vases or tubs and consequently is a first class balcony and market plant.

Tr. Pkt. \$1.00



New Double Flowered Primula Obconica
"Portland Beauty"

Provides a Very Worth-While Pot Plant

New Double Flowering Primula Obconica "Portland Beauty"

(See Illustration)

A double flowering *Primula obconica* has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot plant growers, tell us that this new *Primula* has a great future. Shades of dark pink, lavender pink, and rose pink mixed. Since same seeds sparsely and the supply is limited, early orders will have first call.

Tr. Pkt. (About 500 seeds) \$1.50

Poppy Nudicaule "THE EMPEROR"

Bodger (Introducer's) Description

This exceptionally fine strain of Nudicaule Poppy, which we are offering you as a companion to "The Empress," attracted the attention of our President, Mr. John C. Bodger, in the course of his travels through Australia last year. "The Emperor" is without a doubt the best orange Iceland Poppy available, the same type as "The Empress," with extremely large fluted petalled flowers, many with an extra row of petals. The color is remarkably true, the same shade as our El Monte, deep tangerine orange, but the flowers are larger and are borne on very long strong stems. We highly recommend "The Emperor."

Tr. Pkt. 50c

Salpiglossis

NEW DWARF TYPE

These new "Dwarf Salpiglossis" are ideally suited for bedding purposes, being very floriferous and covering the entire head of the plant with blossoms half again as large as that of the tall growing "Emperor Strain."

Choice Mixed Colors

Tr. Pkt. 25c 4 oz. \$1.00



New Dwarf
Salpiglossis

SEE CENTER OF THIS BOOK FOR COMPLETE LISTING OF PETUNIAS

Recent Novelties and Specialties



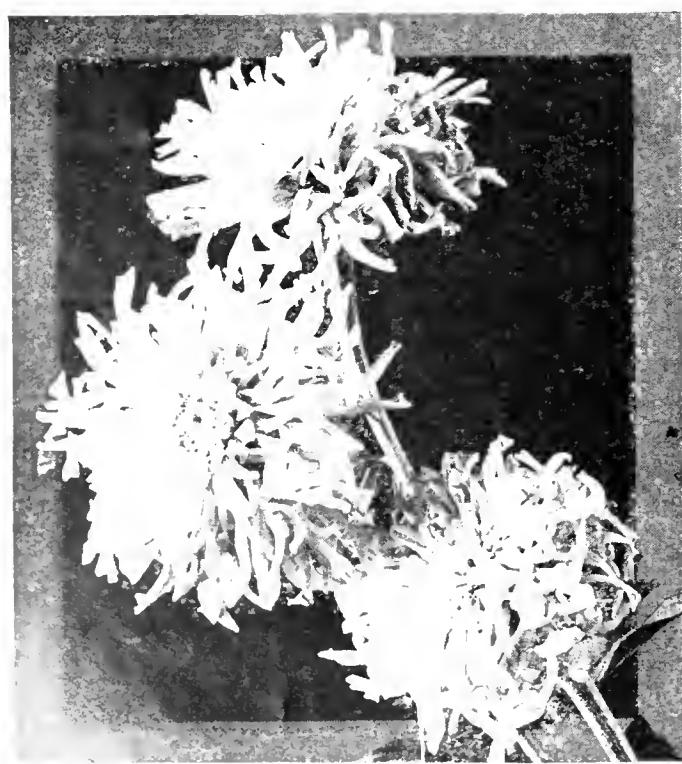
New Solanum (Christmas Pepper) "Royal Crown"

Solanum Capsicastrum "Royal Crown" (JERUSALEM CHERRY)

This new dwarf Solanum is of spreading compact habit with a height of about 12 inches, dark green pointed foliage one inch wide and two inches long. Much more beautiful than any of this type heretofore offered.

The stems and leaves spread in such manner that the striking large scarlet, orange and purple fruit borne freely is prominently displayed. Provides a saleable plant in August and all Fall, also a wonderful plant for the holiday season. Does not require pinching and holds up much longer than other "Solanums."

Price, Tr. Pkt.
(100 seeds). \$1.00



New Zinnia Fantasy "Star Dust"

Verbena Hybrida Grandiflora "Crimson Glow" (BODGER)

The flowers are pure, self-colored, glowing crimson, wholly without even a small light eye. The individual florets are of good size, although as is characteristic of the reds in Verbena, they are not as large as some other colors, such as pink and lavender. The flower heads are freely produced on plants which are neat and semi-compact in habit, bearing foliage of the small type associated with Coccinea and Lucifer. "Crimson Glow" is one of the most vivid Verbena colors, and will occupy a prominent place in next season's gardens.

Tr. Pkt. 50c 1/4 oz. 85c Oz. \$3.00



New Large Flowering Verbena "Glow"

Our new introduction, "Spun Gold," is an entirely new color in this type, a delicate pastel shade of butter yellow - excellent for cut flower work. The flowers are rounded, 2½ to 3 inches in diameter, on plants 12 to 18 inches in height, with strong, fairly long stems. The strain is very early flowering, coming into bloom about 45 days after planting.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Zinnia Pumila Dwarf Double Spun Gold (BODGER)

Our new introduction, "Spun Gold," is an entirely new color in this type, a delicate pastel shade of butter yellow - excellent for cut flower work. The flowers are rounded, 2½ to 3 inches in diameter, on plants 12 to 18 inches in height, with strong, fairly long stems. The strain is very early flowering, coming into bloom about 45 days after planting.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50



New Zinnia Pumila "Spun Gold"

GROW FREELY OF NEW MARIGOLD "SUNSET GIANTS" FOR CUTFLOWERS



A. B. C. "Supreme" Quality Florists' Flower Seeds

All of the following are "Annuals" and kinds that bloom the first year, providing seed is sown early. For listing of Biennial and Perennial seeds, see separate classification in future pages of this book.

ABRONIA

	Tr. Pkt.	Oz.
Umbellata (Sand Verbena). Rose .10 in.....	\$0.10	.50

ACROCLINIUM (Everlasting)

New Large Flowering Hybrids.....	.25	1.50
Roseum Pink.....	.10	.25
Roseum Album. White.....	.10	.25
Fl. Pl. Double Pink.....	.10	.30
Album Fl. Pl. Double. White.....	.10	.30

AGERATUM

Mexicanum Blue. 2 ft.....	.10	.40
Mexicanum Album. White. 2 ft.....	.10	.40
Blue Perfection. Dark blue bedder. 8 in.....	.15	.60
Blue Ball. An improved Blue Perfection. 6 in.....	.15	.80
Blue Cap. Dwarf, compact, flowers larger than "Little Blue Star" and deeper in color.....(1/4 oz., 80c)	.50	2.75
Little Blue Star. Miniature bushes, flowers light blue with red center. 4 in.....(1/4 oz., 60c)	.25	2.00
Purple Perfection. Large flowered. Deep violet blue. 8 in.15	.80
Lasseauxi. Good pink. Choice cut-flower. 2 ft.....	.20	1.20

AGROSTEMMA

Coeli-Rosa (Rose of Heaven). Rose. 12 in.....	.10	.25
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ALOE VARIEGATA

Tiger Aloe. A quick-growing succulent, with beautifully variegated leaves.....		
(100 seeds.....\$1.25 1,000 seeds.....\$10.00)		

ALYSSUM

Maritimum (Sweet Alyssum). White. Used for cut-flowers. 10 in.....(Lb., \$2.00)	.10	.20
Lilac Queen. Pale lilac flowers, color deepens as weather becomes cool. 9 in.....	.10	.60
Little Dorrit. White. (A.B.C. special strain.) Forms perfect bush about 4 in. high.....(1/4 lb., \$1.75)	.15	.50
Carpet of Snow (Procumbens). Spreading 2 to 3 inches(1/4 lb., \$1.00)	.15	.50
A.B.C. Special "Little Gem." White. 4 to 6 inches15	.60

AMARANTHUS

Abyssinicus. Dark red tassels, green leaves. 5 ft....	.10	.30
Caudatus (Love Lies Bleeding). Red. 3 ft.....	.10	.30
Molten Fire. Brilliant poinsettia-like tips. 4 ft.....	.15	1.60
Salicifolius (Fountain Plant). Green with bronze, tops blood red. 3 ft.....	.15	.60
Tricolor Splendens, "Joseph's Coat." Yellow, red and green. Provides a good pot plant. 3 ft.....	.10	.50

ANCHUSA

Capensis. Azure blue. 2 ft.....	\$0.15	\$0.40
Blue Bird. Indigo blue. 2 ft.....	.15	.60

ANTIGONON

Leptopus (Mountain Rose). Rose.....	.15	.40
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ANNAGALIS (Pimpernel)

Coerulea. Gentian blue.....	.15	.80
Mixed Colors15	.80

ANTIRRHINUM (Snapdragon)

Large Flowering, Tall Sorts, Early Flowering (2 1/2 ft.)

	Tr. Pkt.	1/4 oz.	Oz.
Brilliant Rose. Rose pink.....	\$0.25	\$0.60	\$2.00
Golden King. Bright yellow.....	.25	.60	2.00
Queen Victoria. Pure white.....	.25	.60	2.00
Rose Queen. Soft pink.....	.25	.60	2.00
Scarlet Defiance. Bright scarlet.....	.25	.60	2.00
Extra Fine Mixed.....	.20	.50	1.85

ANTIRRHINUM (Snapdragon)

(Continued)

ANTIRRHINUM (Snapdragon) (For Out-door Culture)

New rust-proof California strain perfected by the University of California and various California seed growers. In sections of the country where rust usually obtains this new strain is recommended. While not yet 100% resistant, the percentage is well above 75% rust-proof. (See following page.)

Regular Strains (For out-door culture)

Maximum. Giant flowered 2 3/4 ft.

This type produce the tallest of all Snapdragons, with very large flowers and a distinct range of colors. Very fine. (Not recommended for greenhouse culture.) But good for outdoor cutflower production

	Tr. Pkt.	1/4 oz.	Oz.
Apple Blossom. Rosy pink white tube.....	\$0.25	\$0.60	\$2.00
Canary Bird. Canary yellow.....	.25	.60	2.00
Copper King. Bronzy copper.....	.25	.60	2.00
Old Gold.25	.60	2.00
Purple King. Deep garnet.....	.25	.60	2.00
Salmon Rose.25	.60	2.00
Snowflake. White.25	.60	2.00
The Rose. "Begonia Rose.".....	.25	.60	2.00
Extra Fine Mixture.....	.25	.35	1.20

Large Flowering, Tall Sorts (2 1/2 ft.)

Autumn Glow. Old rose shaded terra cotta.....	.20	.50	1.50
Brilliant Rose. Rose pink.....	.15	.35	1.10
Crimson King. Rich crimson.....	.15	.35	1.10
Fire King. Orange scarlet, white tube.....	.20	.50	1.50
Golden King. Giant yellow.....	.15	.35	1.10
Harmony. Terra-cotta orange, shaded rose.....	.20	.50	1.50
Pink Domino. Soft, clear rose pink, white throat...	.20	.50	1.50
Pink Venus. Flesh pink, white tube.....	.15	.35	1.10
Queen Victoria. Improved white.....	.15	.35	1.10
Rose King. Deep rose self.....	.20	.50	1.50
Rose Queen. Soft pink.....	.20	.50	1.50
Scarlet (Defiance).20	.50	1.50
Torchlight. Orange yellow lip.....	.20	.50	1.50
Extra Fine Mixture.....	.15	.40	1.25

Large Flowering, Half Dwarf Sorts (1 1/2 ft.)

Amber Queen. Amber suffused chamois.....	.15	.35	1.10
Carmine Queen. Brilliant rose carmine.....	.15	.35	1.10
Climax. Orange shading to yellow in lip.....	.15	.35	1.10
Defiance. Orange scarlet.....	.15	.35	1.10
Empress. Rich velvety crimson.....	.15	.35	1.10
Fawn. Terra cotta pink, suffused yellow.....	.15	.35	1.10
Firebrand. Bright scarlet.....	.15	.35	1.10
Gloria. Rich deep rose pink.....	.15	.35	1.10
Golden Queen. Clear yellow.....	.15	.35	1.10
Madonna Improved. Finest white.....	.15	.35	1.10
Mauve Queen. Lilac mauve.....	.15	.35	1.10
Nelrose. Deep rose pink.....	.15	.35	1.10
Peerless Pink. Cameo pink.....	.15	.35	1.10
Philadelphia Pink.15	.35	1.10
Pink Perfection. Pink suffused salmon.....	.15	.35	1.10
Prima Donna. Terra cotta pink, white tube.....	.15	.35	1.10
Rose Dore. Rose suffused orange.....	.15	.35	1.10
Silver Pink. Pearly pink15	.35	1.10
Extra Fine Mixture.....	.15	.35	1.10

Rock Hybrids

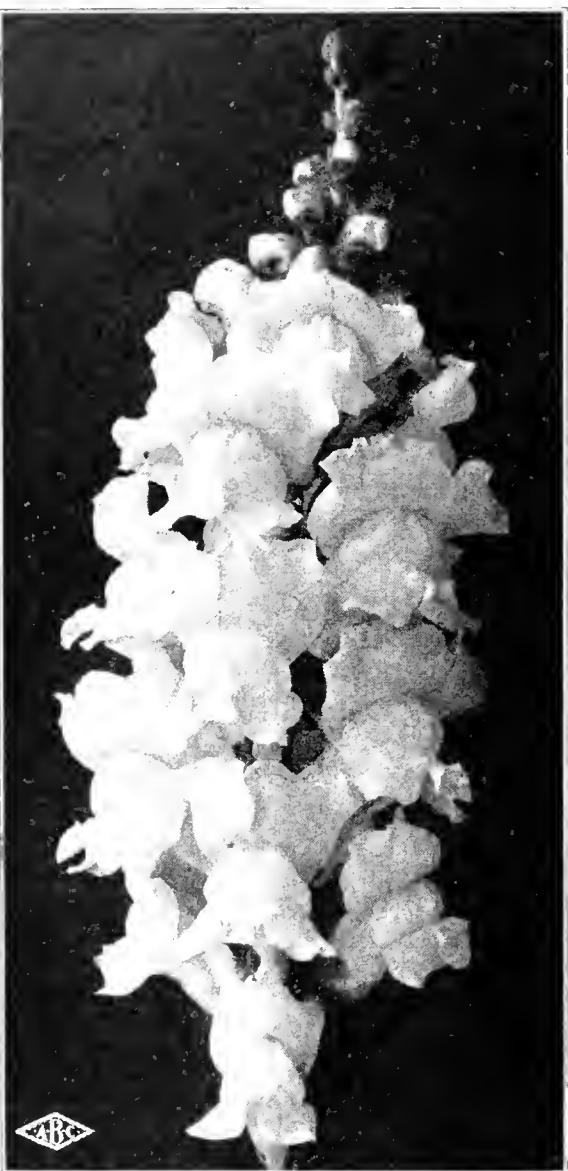
8 inches. Early flowering, forming small compact bushes very suitable for rock and Alpine gardens. Choice Mixed Colors.....

.35

Tom Thumb Varieties (6 in.)

	Tr. Pkt.	1/4 oz.	Oz.
Crimson.	\$0.35
Delicate Pink.35
White.35
Rose Pink.35

SNAPDRAGONS (Continued) New "Rust Proof" Varieties



Antirrhinum (Snapdragon) Maximum
New "Rust-Proof" Strain

Varieties of Recent Introduction

	Tr. Pkt.
Yellow Cheviot Maid. New yellow.....	\$1.50
White Cheviot Maid.....	1.50
Celestial. New fairly deep yellow.....	1.50
Daybreak. Briarcliff rose pink.....	2.00
Sunset. Heavy spiked golden bronze....	2.00
Captor. Pure white, long-stemmed.....	2.00
Marion. Fine clear white.....	2.00
Sonny. Medium rose-pink.....	2.00
Terry's Surprise Imp. Rose shaded orange	1.50

Proven Sorts for the Florist Grower

Important. All Snapdragon Seed which we supply for under-glass production has been produced in greenhouses, is true to name and obtains full strength. We cannot recommend for greenhouse planting seed that has been harvested from out-door cultures, as we have found such not infrequently to be of doubtful quality insofar as cut-flower culture is concerned.

A Real Accomplishment in the Improvement of this Important Family. Highly Recommended for Garden Decoration and Outdoor Cut Flowers

Maximum or Large Flowering

	Tr. Pkt	1/8 oz.	1/4 oz.	Oz.
Alaska. Pure White, Apple Blossom, Rosy Pink, White Tube.....	\$0.35	\$0.50	\$0.85	\$3.00
Campfire. Luminous scarlet.....	.35	.50	.85	3.00
Canary Bird. Canary yellow.....	.35	.50	.85	3.00
Copper Shades. Copper orange to old gold.....	.35	.50	.85	3.00
Fair Lady. Pink, white tube.....	.35	.50	.85	3.00
Loveliness. Soft rose pink.....	.35	.50	.85	3.00
Pink Shades. Rose pink to pale pink.....	.35	.50	.85	3.00
Red Cross. Crimson white tube.....	.35	.50	.85	3.00
Crimson. Fiery crimson.....	.35	.50	.85	3.00
Choice Mixed25	.40	.75	2.75

Majus Grandiflora, Tall Varieties

	Tr. Pkt	1/8 oz.	1/4 oz.	Oz.
Buttercup. Canary yellow shading to creamy yellow.....	\$0.25	\$0.40	\$0.75	\$2.75
Daintiness. Rose pink, white tube.....	.25	.40	.75	2.75
Pink Shades. Rose pink to dainty pale pink.....	.25	.40	.75	2.75
Defiance Scarlet25	.40	.75	2.75
Choice Mixed25	.35	.65	2.50
University of California. Special mixture.....	.25	.30	.60	2.25

Nanum Grandiflorum, Half Dwarf Varieties

	Tr. Pkt	1/8 oz.	1/4 oz.	Oz.
Carmine Rose. Bright carmine rose.....	\$0.25	\$0.30	\$0.60	\$2.25
Glowing Sunset. Rosy scarlet.....	.25	.30	.60	2.25
Indian Girl. Beautiful old gold.....	.25	.30	.60	2.25
Red Boy. Rich deep scarlet.....	.25	.30	.60	2.25
Wildfire. Bright orange scarlet.....	.25	.30	.60	2.25
Choice Mixed20	.25	.50	1.75

"Royal Rose" and "Saint George" illustrated on front cover are also highly recommended for garden culture and outdoor cut flowers

SNAPDRAGONS Winter and Spring Flowering

For Under Glass Culture. Frequently Used for Outdoor Culture, But Requires Staking

Standard Sorts

	Tr. Pkt.	Tr. Pkt.	
Afterglow. Finest golden orange.....	\$1.00	Roman Gold. Bright coppery yellow.....	\$1.00
Bertha Baur. The only early lavender... 1.50		Rose Queen. Finest deep rose-pink.....	1.00
Ceylon Court. Standard earliest yellow.. 1.00		Sun-Tan. Orange-tan. Extra early.....	1.00
Ceylon Court Dark. Deep golden yellow. 1.00		Velvet Beauty. American Beauty red.....	1.00
Cheviot Maid. Original strain.....	1.00	White Prosperity. Long-stemmed clear white	1.50
Cheviot Maid. Yoder strain. Light shade.. 1.00		White Rock. We do not longer recommend this variety, as seemingly it has deteriorated in quality.....	.50
Cheviot Maid Supreme. Best deep rose.. 1.00		(Lucky Strike or White Prosperity is recommended in place.)	
Coates' Yellow Perfection. Deep yellow.. 1.00		Winter Helen. Improved Helen.....	1.00
Golden Pink Queen. As named.....	1.00	A.B.C. Forcing Mixture75
Jennie Schneider. Light rose.....	1.00	We will furnish half-size packets at 60c each of the following varieties: Afterglow, Ceylon Court, Cheviot Maid Supreme, Rose Queen and Sun Tan.	
Judd's Light Pink. Light rose-pink.....	1.00	Radiance. Valuable large-flowered pink.. 1.00	
Kirkwood Beauty. Bronze orange.....	1.00	Recommended varieties.	
Lucky Strike. White. Plant early.....	1.00		
New Cincinnati. The finest light rose....	1.00		
New Deal. Early, fragrant, golden bronze 1.50			
Nicholson's Yellow	1.00		
Philadelphia Pink. Standard pink.....	1.00		
Radiance. Valuable large-flowered pink.. 1.00			

Where Price Is

\$1.00 per pkt., we supply any three for \$2.50; any five for \$3.50

1.50 per pkt., we supply any three for 4.00; any five for 6.50

2.00 per pkt., we supply any three for 5.00; any five for 7.50

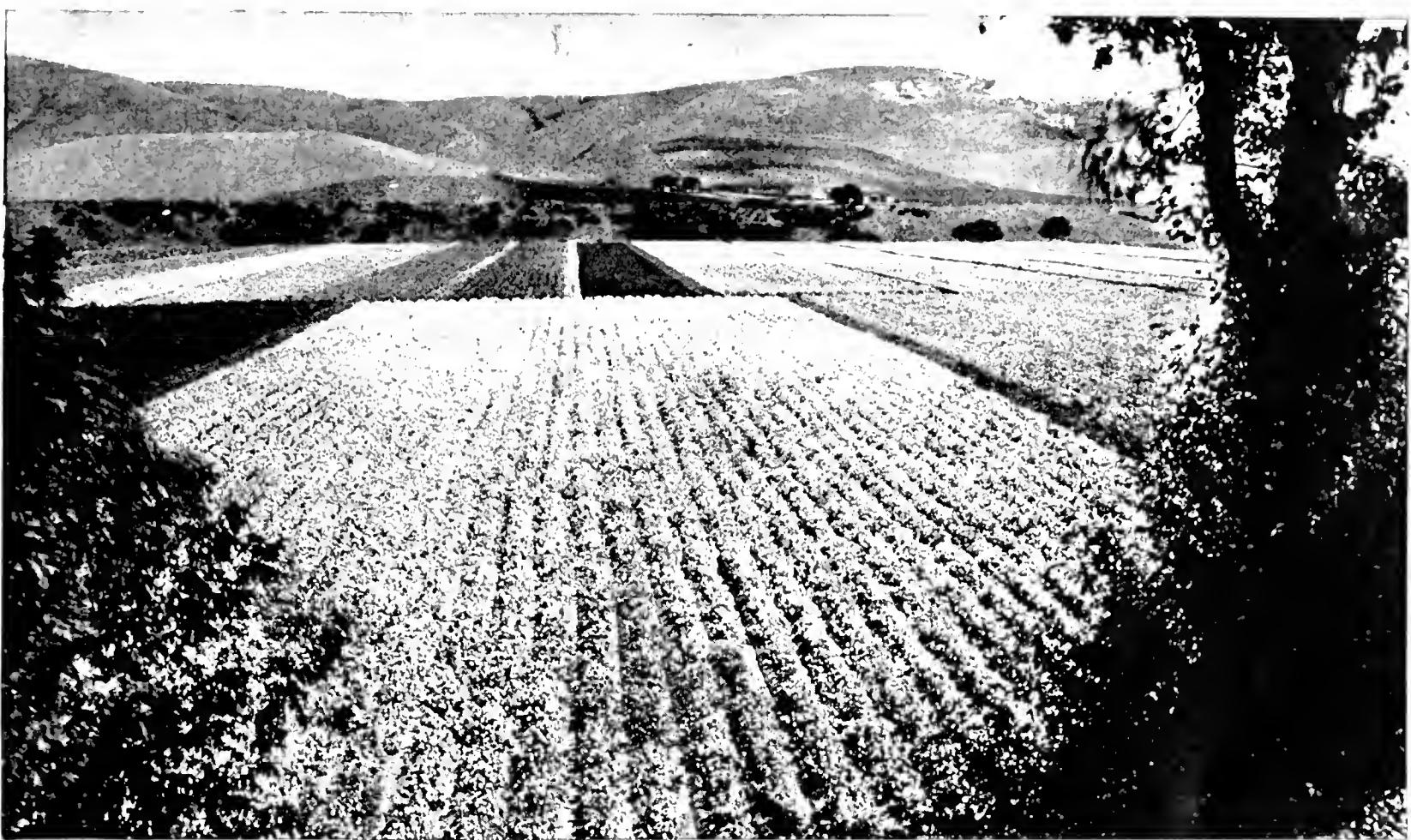
Note: Combination prices apply to orders for one or more varieties

Bezdék's New "White Wonder." The last word in early pure white Snapdragons (new crop seed ready in June, 1937). Tr. Pkt..... \$2.00 3 Pkts..... \$5.00

SEE NOVELTY PAGES FOR ILLUSTRATION

A. B. C. "Supreme" Quality Asters

BODGER'S STEM ROT OR WILT RESISTANT STRAINS



Bodger's Famous Stem "Rot or Wilt-Resistant" Asters, Growing Under Ideal Conditions

Wilt-Resistant Strains of Asters have been proved the only protection against the widespread stem rot or wilt disease. The disease is caused and carried by a fungus which may attack the ordinary or non-resistant strains at any stage in their growth, while resistant Asters are able to withstand

the attacks of the fungus. You cannot afford to devote space and labor to the production of weak, susceptible material. Wilt-Resistant Strains are your insurance against loss from this disease. (For detailed description of varieties see future pages.)

Rose Aster "Youth"

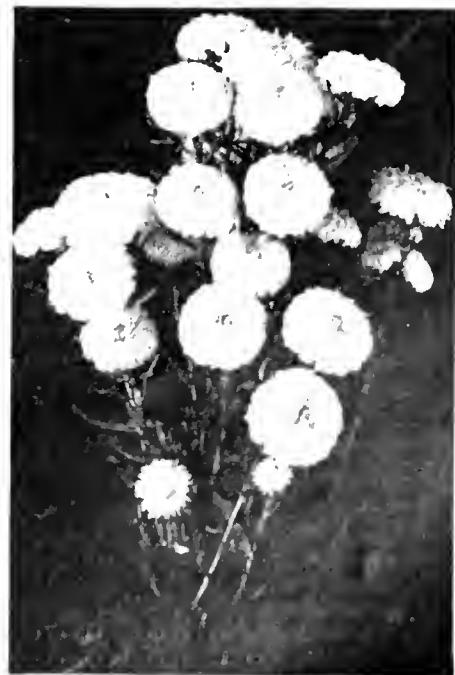
Flowers of the Rose Aster "Youth" are fully double! The combination of the delicate salmon and chamois shades on rosy flesh colored ground forms a unique play of colors. This is especially attractive when flowers vibrate in light and every shade radiates in a splendor of its own. Strong, stiff stems, excellent keeping qualities of flowers and the handsome color render this new Aster a vividly wished for variety for cutting. The cut flowers keep astonishingly well, blooms about size of an American silver dollar. Highly recommended. Price (German originator's seed): Tr. Pkt. 50c
 $1\frac{1}{2}$ oz. 75c $\frac{1}{4}$ oz. \$1.25 Oz. \$4.50

"LADY" ASTER (Lady In White)

Slender, graceful stems small foliage and flowers 1 to 1 1/2 inches, mid-September blooming. Highly recommended for cutting. Tr. Pkt. 50c Oz. \$2.00



Aster "Youth"



"Lady" Aster

STEM ROT WILT-RESISTANT SEED MEANS ASTER INSURANCE TO A LARGE DEGREE

Aralia Sieboldi

(Seed ready in Spring.) 1000 seeds.....\$1.00

Arctotis—African Daisy

Grandis. Excellent for cutting; Daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt.....20c Oz.....50c

Hybrids. Showy Daisy-like flowers. Red and orange shades. (Sow early.) Tr. Pkt.....35c

Artemesia

Annua. Decorative; 5 ft. Tr. Pkt.....15c Oz.....40c
Sacrorum Virdis (Summer Fir). 5 ft. Tr. Pkt.....15c Oz.....60c

Asparagus Plumosus Nanus

One of our Leading Seed Specialties—Special Note!

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, hand-picked, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices."

100 seeds.....30c 250 seeds.....50c 1000 seeds.....\$1.25

5000 seeds.....\$6.00 Lb.....\$10.00

Write for prices on larger lots.

Asparagus Sprengeri

100 seeds.....25c 250 seeds.....40c 1000 seeds.....\$1.00
5000 seeds.....\$4.50 Lb.....\$8.00

ASTERS

Bodger's True "Rot or Wilt-Resistant" Strains. Can You Afford To Plant Any Other Kind!

(Florists' Review, issue August 1, 1935. Reporting market conditions from Nashville, Tennessee.)

Asters are coming in steadily now and are of excellent quality for this early in the season. The resistant strains of asters are proving a real boon to florists in the south. Prior to the introduction of the resistant types, it was practically impossible to grow asters here, except under glass, and even these were not overly successful.

QUEEN OF THE MARKET

Medium sized flowers. Blooms in July. The earliest aster of quality.

	Tr. Pkt.	1/4 oz.	Oz.
White.	\$0.25	\$0.50	\$1.75
Mid-Blue. Attractive bright color.	.25	.50	1.75
Flesh Pink. Not recommended for market.	.25	.50	1.75
Deep Rose. Excellent.	.25	.50	1.75
Dark Blue.	.25	.50	1.75
Crimson.	.25	.50	1.75
Rose.	.25	.50	1.75
Mixed Colors.	.25	.50	1.75

ROYALS, A SECOND EARLY CLASS

Blooms mid-July directly following the Queen of the markets.

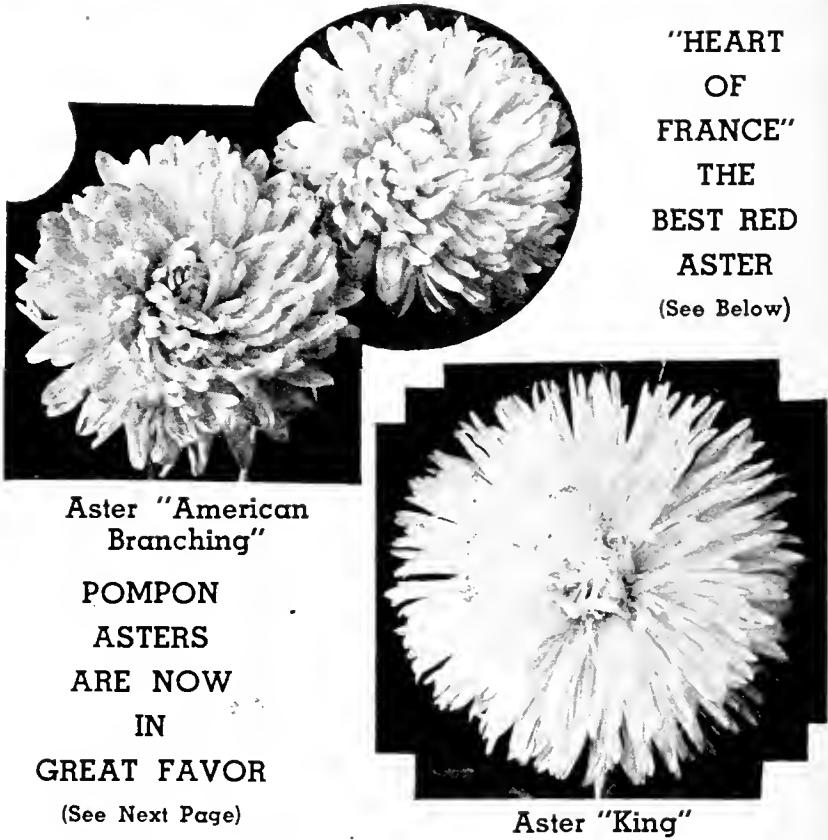
	Tr. Pkt.	1/4 oz.	Oz.
Azure Blue or Dark Lavender.	.25	.50	1.75
Shell Pink.	.25	.50	1.75
White.	.25	.50	1.75
Purple.	.25	.50	1.75
Mixed Colors.	.25	.50	1.75

AMERICAN BRANCHING

Mid-season to late flowering.

	Tr. Pkt.	1/4 oz.	Oz.
Ball White. Medium early.	.25	.50	1.75
A.B.C. White. Blooms about September 10th.	.25	.50	1.75
Azure Blue. Clear mid-blue.	.25	.50	1.75
Blackish Blue. In limited demand as a cut flower.	.25	.50	1.75
Improved Semple Pink. Shell pink.	.25	.50	1.75
Peach Blossom.	.25	.50	1.75
Light Rose.	.25	.50	1.75
Mixed Colors.	.25	.50	1.75

"RESISTANT ASTERS will produce more perfect flowers and consequently increase your income from cutflowers, as well as to better satisfy your home garden trade. (See also next page.)



"HEART
OF
FRANCE"
THE
BEST RED
ASTER
(See Below)

Asters Like "Running Start"

Florists should have greater success with asters if they give them a "running start" on the season. In other words, asters need a longer season than the majority of the popular flowers of this area, and it has been found beneficial to plant them inside sometime after mid-March.

The young plants should be transplanted when they have grown large enough to be easily handled and when the ground and climate have become warm. Treated in this manner they should bloom comparatively early.

UPRIGHT BRANCHING

A desirable commercial class. Blooms late August to early September.

	Tr. Pkt.	1/4 oz.	Oz.
Rose Pink. Deep rose, good.	.25	.50	1.75
White.	.25	.50	1.75
Peach Blossom. Light rose, lavender pink. Excellent market cut flower.	.25	.50	1.75
Mixed Colors.	.25	.50	1.75

King or "Needle" Type, Upright Branching

Pointed or quilled petals. Flowers of hard substance. A desirable cut flower and good shipper. Blooms about September 10th.

	Tr. Pkt.	1/4 oz.	Oz.
Peach Blossom. Light rose pink. Good market variety.	\$0.25	\$0.50	\$1.75
Crimson. Bright color. White, Violet, Lavender, Brilliant Rose.	.25	.50	1.75
Mixed.	.20	.40	1.50

AMERICAN BEAUTY (Incurved Form)

Blooms September 25th to October 1st.

	Tr. Pkt.	1/4 oz.	Oz.
Azure Fairy. Azure blue or dark lavender.	\$0.25	\$0.50	\$1.75
Coppery Rose.	.25	.50	1.75
September Beauty. Delicate flesh pink.	.25	.50	1.75
Crimson.	.25	.50	1.75
Deep Rose.	.25	.50	1.75
White Beauty.	.25	.50	1.75
Mixed Colors.	.25	.50	1.75

HEART OF FRANCE Improved

Brilliant Red. Blooms about August 15th. Generally considered the best red aster. Tr. Pkt.....35c 1/4 oz.....75c Oz.....\$2.50



Aster, Imbricated Pompon

This Pompon Aster Is Now a Great Favorite
in the Cut Flower Markets

BODGER'S STEM ROT OR WILT-RESISTANT ASTERS (Continued)

AMERICAN COMETS

Asterum Lavender.	Fairly dark azure blue.			
Asterum Rose Pink.	Bright rose-pink of upright growth. Excellent market color.			
Asterum White.	Earlier but not so full or large as Crego White.			
Comet Salmon Pink.	Color as named. Valuable for earliness and light color effect.			
Comet Light Blue.	Fine size and good cut flower shade. Highly resistant.			
Crego Azure Blue.	Attractive light blue, medium size, excellent color.			
Crego Blue Flame.	A rich fairly deep blue with extra large, fully double flowers on good stiff stems.			
Crego Deep Rose.	Rich deep rose. Do not confuse this with Rose Pink.			
Crego Orchid.	This is a very rich subdued rosy lavender—a true "Orchid" shade and original in asters.			
Crego Peachblossom.	Attractive light lavender-pink—Phlox Pink color.			
Crego Shell Pink.	Very fine bright shade.			
Crego White.	Large, full and clear color.			
Ostrich Feather Peach Blossom.	An attractive, fairly deep rose pink. Excellent for market.			
Prices on all Resistant Strain Asters listed above—				
Tr. Pkt.....	25c 1/4 oz.....	50c Oz.....	\$1.75	
		Tr. Pkt. 1/4 oz. Oz.		
Ball White.	Late branching type. Blooms about September 10th.....	\$0.25	\$0.50	\$1.75
Ball Deep Rose.	Bright, deep rose. Early attractive incurved blooms.....	.25	.50	1.75
Ball Deep Purple.	Attractive deep purple early.....	.25	.50	1.75
Ball Early Phlox Pink.	A good commercial pink. Blooms about September 10th	.25	.50	1.75
Aurora Golden Sheaf.	The deepest yellow Aster yet developed. The attractive double flowers are of the popular Aurora type, with a full-cushioned crest-like center supported by several rows of short ray petals. The flowers are borne on strong, somewhat branched stems.....	.35	.75	2.50

A.B.C. Selected Florists' Asters—Bodger's "Regular" Strains

SPECIAL NOTE

In soil that is clean and rot is not to be considered our "Regular" Strains of California Asters, listed below, will be found generally satisfactory. However, if in doubt, plant "Bodger's Wilt-Resistant" Strains. The small difference in cost of seed is of little moment compared to crop results.

Improved Queen of Market

18 inches. Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

Bright Violet, Dark Blue, Flesh Pink, Light Rose, Reddish Purple, Crimson, Dark Violet, Light Blue, Peach Blossom or Blush Pink, White.
Any of the above—Tr. Pkt..... 15c 1/4 oz..... 30c Oz..... \$1.00
Mixed colors—Tr. Pkt..... 15c 1/4 oz..... 25c Oz..... 80c

The Royal, Early Royal Branching

2 feet. Comes into bloom shortly after Queen of the Market; a specially fine Aster to follow said variety. Blooms of large size.

Azure Blue or Dark Lavender, Deep Rose, Peach Blossom (Lavender Pink), Purple, Shell Pink, White.

Any of the above—Tr. Pkt..... 25c 1/4 oz..... 35c Oz..... \$1.30
Mixed colors—Tr. Pkt..... 20c 1/4 oz..... 35c Oz..... \$1.20

Imbricated Pompon (Improved) (Illustrated above)

These small Pompon Asters have the past few years had great vogue with California growers and the past season were introduced to Eastern retailers with the result that they are now generally acceptable and highly thought of as cut flowers.

Fiery Scarlet, Light Blue, Rose, Violet, White.
Each of above—Tr. Pkt..... 35c 1/4 oz..... 75c Oz..... \$2.50
Mixed. Tr. Pkt..... 35c 1/4 oz..... 65c Oz..... \$2.40

Lilliput

Known as the "Button Aster," the abundant small, flat topped double flowers on 12 to 14 inch high plants are attractive both for cutting or when used as pot plants. Mixed Colors. Tr. Pkt..... 25c

King Type

White, Lavender, Crimson, Brilliant Rose, Peach Blossom.	
Any of the above—Tr. Pkt..... 25c 1/4 oz..... 35c Oz.....	\$1.25
Mixed colors—Tr. Pkt..... 20c 1/4 oz..... 35c Oz.....	\$1.20

Improved Crego or Giant Comet

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes.	
White, Shell Pink, Rose Pink, Crimson, Lavender, Azure Blue.	
Any of the above—Tr. Pkt..... 25c 1/4 oz..... 35c Oz.....	\$1.30
Cattleya. Fascinating shade of orchid. A novel florists' color.	
Tr. Pkt..... 25c 1/4 oz..... 35c Oz.....	\$1.30
Mixed. All colors—Tr. Pkt..... 20c 1/4 oz..... 30c Oz.....	\$1.00

American Branching

2 1/2 to 3 feet. Robust, flowers large, double and fine form.	Azure Blue.
Peerless Pink, Deep Rose, Purple, Rose Pink, Peach Blossom, Sensation (Scarlet), White, Shell Pink (Mary Semple).	
Any of the above—Tr. Pkt..... 20c 1/4 oz..... 30c Oz.....	\$1.00
Mixed. All colors—Tr. Pkt..... 15c 1/4 oz..... 25c Oz.....	80c

American Beauty

2 to 3 feet. A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long, heavy stems.	
Azure Fairy (Azure Blue or Dark Lavender), Purple, Shell Pink, White, Carmine Rose, Bright Rose, Crimson, Peach Blossom.	
Any of the above—Tr. Pkt..... 25c 1/4 oz..... 50c Oz.....	\$1.50
Mixed colors—Tr. Pkt..... 25c 1/4 oz..... 40c Oz.....	\$1.40

Early Wonder

These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems. 12 inches.

White, Rose, or Light Blue.

Any of the above—Tr. Pkt..... 25c 1/4 oz..... 50c Oz.....	\$1.75
Mixed colors—Tr. Pkt..... 25c 1/4 oz..... 40c Oz.....	\$1.50

WILL-RESISTANT ASTERS will produce more perfect flowers and consequently increase your income from cutflowers, as well as to better satisfy your home garden trade. (See previous page and above.)

ASTERS

Bodger's Famous "Regular" Strains

(Continued)

SPECIAL NOTE:

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Improved Giants of California, Curled and Interlaced

(Also known on the Chicago Cut Flower Market as "Chicago Giant Beauty.")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Aster.

Dark Purple, Deep Rose, Light Blue, White, Peach Blossom.

Each of above. Tr. Pkt..... 25c 1/4 oz..... 65c Oz..... \$2.00
Mixed, all colors. Tr. Pkt..... 25c 1/4 oz..... 50c Oz..... \$1.85

Covent Garden White

The flowers are of enormous size, larger than Giants of California and very double.

Covent Garden White is an ideal florists' variety. It is about a fortnight earlier than Giants of California. Tr. Pkt... 35c 3 Tr. Pkts... \$1.00

Surprise Golden Salmon

Pure salmon-yellow, becoming a brilliant salmon-rose when full grown. Flowers measure 3 inches across and will remain fresh for two weeks after cutting. Blooms resemble Peony flowering types, begin to bloom in July and continue until late fall.

Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

New Mammoth, Snowdon

This new Aster produces pure white flowers of large size, 4 to 5 inches across and of very bold and striking character, almost globe-shaped, with the upper petals imbricated, and the lower ones more curled and twisted towards the circumference. It is the fullest centered Aster that we have seen. Tr. Pkt..... 50c

Hercules

A New Color in Double Flowered Cut Flower Aster

Bright Blue. A color seldom seen. By far the finest blue yet produced in Aster. Of this splendid mid-season type everybody will be surprised at the lovely color of which no flower establishment can do without. Tr. Pkt..... 35c

Scarlet King

Excerpt from The Florists' Exchange, Sept. 1 issue, 1934.
The variety Scarlet King came to us via England and it is remarkable for its neat form and intense scarlet color. It is of true sinensis type with shortish stiff petals and small disc of yellow. Unlike the large, soft petaled Elegance and Sunshine singles with their large discs, Scarlet King is a real market type hard enough to stand packing without losing its daintiness. The color is much brighter than the older General Joffre and is not to be found in any of the doubles. Its constitution is good and it makes fairly long wiry stems.

Tr. Pkt..... 50c 1/4 oz..... 65c Oz..... \$3.00

Super Giant Los Angeles (Howard-Bodger)

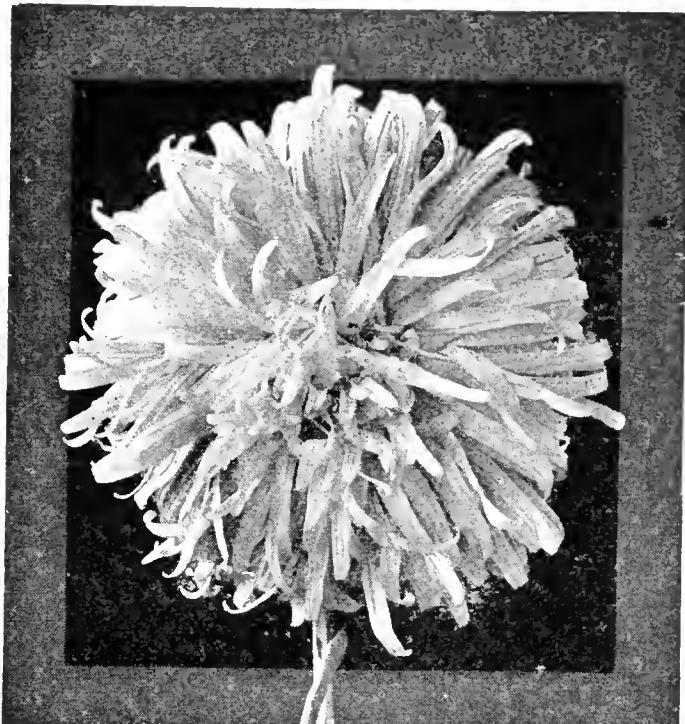
Award of Merit 1934 All-America Selections.

Los Angeles, Bodger's introduction of two season's ago, is still one of the most popular and best selling Aster on the market. The first introduction in the modern Super Giant class, the flowers are fully double, 6 to 8 inches across, graceful and delicately interlaced. The long, stiff stems are basal branching and strictly non-lateral, bearing the large flowers smartly upright. Don't overlook this fine Aster.

Tr. Pkt..... 35c 1/4 oz..... 65c Oz..... \$2.50

Super Giant El Monte (Bodger)

Two seasons ago we introduced the sensational new Super Giant Aster Los Angeles, a delicate shell pink color. Extremely popular in the cooler climes, a more rugged color was desired in the warmer lands. This wish is met completely in our new companion Super Giant, El Monte, the only really large flowered crimson Aster. Deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, growing on heavy non-lateral, basal branched stems. It is very early blooming, coming in before the California Giant varieties, and remaining in flower over a long period. Although not wilt-resistant, I recommend El Monte to you. Plant El Monte for your cut Aster. Tr. Pkt.... 35c 1/4 oz.... 65c Oz.... \$2.50



Aster—Improved Giants of California
Also known as "Chicago Giant Beauty"
(About one-half natural size)

NEW ASTER CALIFORNIA GIANT SUNSHINE IN SEPARATE COLORS

This supremely beautiful new race of Aster is the result of a direct cross between Aster California Giant and the Dwarf Sunshine type. The plants grow three feet high and bear blossoms five and six inches across, on long, stiff stems.

Alpenglow

Color charting this Aster in Ridgway, we have the following: Guard petals, Rosalane purple, quilled petals, pale rose purple; center, Premuline yellow.

Blue Moon

The guard petals are the same beautiful light blue color so much admired in Aster California Giant Light Blue. The quilled petals are several shades lighter, while the center is an amber yellow.

Moonbeam

The blooms of this Aster are snow white, with a small center of soft orange.

Rainbow

A bright rose-pink Aster of a true California Giant habit. The stems are long, strong and non-lateral. The guard and quilled petals are the same color, a delightful shade of bright rose-pink, with a center of soft orange.

Stratosphere

A rich dark blue, which might be compared in color to Light Purple in the California Giants. The guard petals are pansy violet and the quilled petals are lavender, with the center a charming shade of orange. Price, each of above:

Tr. Pkt..... 35c 1/4 oz..... \$1.00 Oz..... \$3.00

NEW EARLY DAWN ASTER

Dawn Rose, Lavender and White

Early flowering Aster for cutting are always welcome. The first of these is Early Dawn, which flowers from the beginning of July onwards for many weeks, without losing any of its beauty; it is in bloom even before the Queen of the Market.

The snow-white Early Dawn Aster has now been joined by **Early Dawn Rose**, a bright, fresh shade which changes to a light crimson. The beautifully formed flowers, measuring about 4 in. in diameter, are borne on firm stems 12 in. high. The plants grow from 12 to 14 in. high. Tr. Pkt..... 35c

Early Dawn Lavender grows even better than the previous one. Since the plant attains a height of 16-18 in. the well-domed blooms are carried by even longer and stronger stems. Both varieties are very robust in habit. The Early Dawn Aster have quite outclassed the old Queen of the Market. Tr. Pkt..... 35c
Early Dawn White. Tr. Pkt..... 35c

SPECIAL 5% DISCOUNT ON ALL ORDERS FOR FLOWER AND VEGETABLE SEEDS WHEN ACCOMPANIED BY CASH.



New Begonia Semperflorens Marginata "Elegant"

Balsam—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs. Camelia-Flowered.

Pink. Tr. Pkt.....	.15	Oz.....	\$0.60
Scarlet. Tr. Pkt.....	.15	Oz.....	.60
Bismarck. Salmon. Tr. Pkt.....	.15	Oz.....	.75
White Perfection. Tr. Pkt.....	.15	Oz.....	.75
Finest Mixed. Tr. Pkt.....	.10	Oz.....	.60

Balsam Apple

Balsam Pear

Curious climbers. Tr. Pkt..... 10c Oz..... 40c

Balloon Vine

"Love in a Puff." Oz..... 15c

Bartonia Aurea

Golden Yellow. Tr. Pkt..... 10c Oz..... 30c

Bean, Scarlet Runner

Desirable climber. Oz..... 10c

BEGONIAS

Fibrous Rooted

For greenhouse pot plants or summer bedding.

Albert Martin. Bright carmine, extra large flowered.

Tr. Pkt..... 50c 1/32 oz..... \$1.00

Coppery Gold (New). Double flowered. Many flowers are like tiny roses which are very effective when fully opened. Color: old gold merging into copper red or coppery salmon, usually tinged with carmine. The seedlings produce about 80% doubles. Blooms from July until frost. Tr. Pkt..... \$1.00 1/64 oz..... \$1.00

Carmen. Bright pink flowers with richly contrasting bronze foliage. Tr. Pkt..... \$1.00 1/64 oz..... \$1.75

Christmas Cheer. Extra large-flowered crimson-scarlet.

Tr. Pkt..... \$1.00 1/64 oz..... \$1.50

Christmas Pink. This variety is of same habit as Christmas Cheer and equally as good. Tr. Pkt..... \$1.00 1/32 oz..... \$2.50

Darling (New). According to our trial of it, this is one of the choicest semperflorens begonias that has come from Germany for a long time. Of compact growth, 8 to 10 inches, with large light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas. Tr. Pkt..... \$1.00 1/64 oz..... \$2.25

Elegant (New). White attractively edged crimson, clear green foliage that contrasts well with the flowers. Tr. Pkt..... \$1.00 1/64 oz..... \$2.00

Enchantress. A new Begonia of great value to the florist. (Better than Prima Donna.) Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering.

Tr. Pkt..... 75c 1/64 oz..... \$1.75

Erfordi. Pink. Tr. Pkt..... 50c

Fire Sea or Blaze of Fire. Extra dwarf compact habit. Large fiery red flowers with green foliage. Good. Tr. Pkt..... \$1.00 1/32 oz..... \$2.00

Glory of Erfurt. Large bright carmine. Tr. Pkt..... 50c 1/32 oz..... \$2.00

Gustav Knaake. Glowing salmon-pink, resembles Melior.

Tr. Pkt..... \$1.00 1/32 oz..... \$1.75

Indian Maid. Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50

BEGONIAS (Continued)

Lightning. Extra large flowers measuring 2 inches across and of deep carmine-scarlet shade—an extra deep bright shade in Begonia.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50

Luminosa. Deep scarlet with reddish brown foliage.

Tr. Pkt..... 75c 1/32 oz..... \$1.75

Luminosa Compacta. From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.25

Mignon. Brilliant salmon-scarlet, semi-dwarf.

Tr. Pkt..... 50c 1/32 oz..... \$1.75

Prima Donna. Limpid rose shading to carmine. Very excellent variety. Tr. Pkt..... \$1.00 1/32 oz..... \$2.75

Radio. Extra large carmine-scarlet, green foliage. Excellent.

Tr. Pkt..... \$1.00 1/32 oz..... \$2.50

Scarlet Queen. Large flowered glowing scarlet, dark bronze-green foliage. Tr. Pkt..... 50c 1/32 oz..... \$1.50

Tausendschoen (Gracilis). Lustrous rose. Tr. Pkt..... 75c Said to be the best bedding variety in existence.

Vernon. Deep blood-red and dark leaved.

Tr. Pkt..... 25c 1/16 oz..... 50c

White Pearl. Best white, light green foliage.

Tr. Pkt..... 50c 1/32 oz..... \$1.65

Semperflorens Mixture. Tr. Pkt..... 25c 1/8 oz..... 75c

Tuberous Rooted Begonias

Single. Large Flowering. Mixed. Tr. Pkt.... 50c 1/32 oz.... \$2.50

Double. Large Flowering. Mixed. Tr. Pkt.... \$1.00 1/64 oz.... \$6.00

Lloydii. Easily grown from seed and enjoys a fairly warm temperature, ideal for hanging baskets because of its pendulous habit. Nice 4 inch pot plants can be flowered late June from a January sowing Tr. Pkt. \$1.00

Narcissus-flowered Mixed. Comes 80% true to a large semi-double Narcissus-like flower, and contains yellows, pinks and salmon-reds. Tr. Pkt. \$1.00

Blue Lace Flower—Improved Didiscus Coeruleus

A very much improved strain of this valuable cut-flower. Excellent for bouquets. Flowers continually from July until frost. A money-maker for florists. Tr. Pkt..... 20c Oz..... 80c

Brachycome—Swan River Daisy

Iberidifolia. A free blooming annual with small flowers, blue, white, pink or mixed. Tr. Pkt..... 15c Oz..... 75c

Browallia

Very useful free flowering annuals.

Browallia Speciosa Major. Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

Tr. Pkt..... 40c 1/32 oz..... \$1.00

Elatia. Blue. Tr. Pkt..... 15c Oz..... 80c

Elatia. White. Tr. Pkt..... 15c Oz..... 80c

Viscosa Compacta Sapphire. Excellent pot plant. Compact grower. Dark blue flowers with white eye. Tr. Pkt..... 35c 1/4 oz..... 85c Oz..... \$3.00

Cacalia (Tassel Flower)

Mixed. Tr. Pkt..... 15c Oz..... 50c

Calceolaria

Our strain of these is produced by the foremost specialists of the world.

New Calceolaria, Indian Prince. This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class. Tr. Pkt..... \$1.00

Golden Tiger. Bright, golden yellow flowers with dark brownish red dots, masses of small substantial blooms spread in plenty above the foliage. Multiflora Nana type. A most desirable new kind. Tr. Pkt..... \$1.00

Cloth of Gold. Medium large flowered, rich pure golden yellow.

Tr. Pkt..... \$1.00 1/64 oz..... \$3.25

Albert Kent. Immense trusses of golden yellow flowers with maroon blotches. Tr. Pkt..... \$1.00 1/64 oz..... \$2.50

CALCEOLARIAS Continued on Next Page

CALCEOLARIAS (Continued)

Feltham Scarlet

(Grower's description.)

This is one of the most striking colors among the splendid hybrid Calceolaria which we introduced last year under the name Feltham Glory, and we have decided to issue it separately. The plants are fairly dwarf and compact in habit and the flowers of a rich dark scarlet, which will make a glorious show in the greenhouse and a bright display in a somewhat sheltered position in the open ground.

Tr. Pkt. 50c

Hybrida Multiflora Nana. Dwarf compact growth. Medium size brightly colored flowers in choicest mixture. A great favorite with the trade. $\frac{1}{2}$ Tr. Pkt. 50c Tr. Pkt. \$1.00 1/64 oz. \$4.50

Hybrida Grandiflora Mixed. A special mixture of varied colorings Grows about 18 in. high. Large flowered, vigorous growth.

Tr. Pkt. \$1.00 1/64 oz. \$2.00

Albert Kent Hybrids. A much liked mixture of varied colors.

Tr. Pkt. \$1.00 1/64 oz. \$3.25

Kelway's Perfect Model. A fancy large flowered mixture.

Tr. Pkt. \$1.00 1/64 oz. \$2.25

Hybrida Grandiflora Tigrina. Large flowered "Tigereed" or spotted mixture. Tr. Pkt. \$1.00 1/64 oz. \$2.50

Rugosa Hybrids Mixed. Comparatively small flowers. Provide pot-plants and desirable for cutting. Tr. Pkt. \$1.00

CALENDULAS



Calendula A. B. C. Improved Sensation

A.B.C. Improved Sensation

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.

Tr. Pkt.	\$0.25
1/4 oz.35
1/2 oz.	1.00
1 oz.	1.75
2 oz.	3.00
4 oz.	5.75

Frilled Beauty

The flowers are large and full, completely double, with good stiff petals which are semi-rounded in appearance, giving good body to the flower. Stems are long and fine for cutting, while the plant makes a strong heavy growth. The color is a deep orange. You will be entirely satisfied with Frilled beauty.

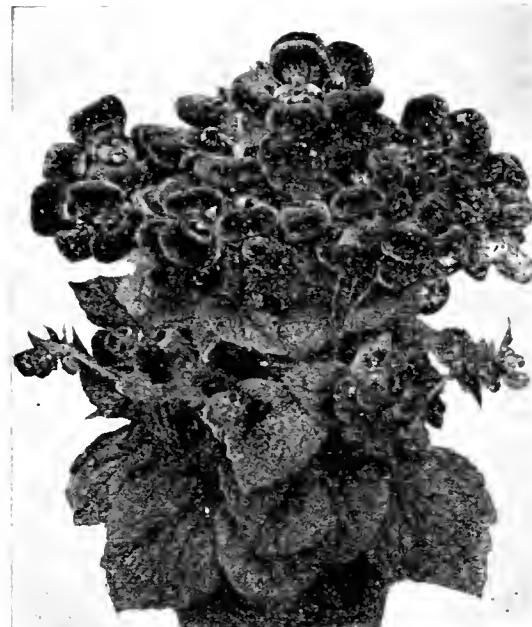
Frilled Beauty. Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Improved Orange Shaggy

Orange shading lighter at the center, exceedingly graceful and thin in appearance, it is a striking contrast to the formal Calendula in general use. The plants are free flowering, neat and compact on long stems which make the fringy petaled flowers ideal in the garden or for cutting.

Tr. Pkt. 15c 1/4 oz. 35c Oz. \$1.00

PRICED NOTE: WE SUPPLY IN SEASON 2 1/4-INCH PLANTS OF ALL THE BETTER VARIETIES OF CALCEOLARIAS. Prices quoted on application.



New Calceolaria "Indian Prince"

(See previous page)

CALENDULAS (Continued)

Chrysanth or Sunshine

The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum.

Tr. Pkt. 25c Oz. 75c 2 oz. \$1.25

The Ball Calendulas

New Crop Seed Supplied to Us by Geo. J. Ball, Inc., West Chicago, Ill., in his Original Sealed Packages

ALL of the following uniformly priced as follows:

Tr. Pkt.	40c	1/4 oz.	60c	Oz.	\$2.00
2 oz.	\$3.50	4 oz.	\$6.50	Lb.	\$20.00

Ball's Masterpiece. Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cutflower variety.

Ball's Long Orange. The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

Ball's Sensation. Long-stemmed orange with light center. This is a selection from Long Orange that seems to do particularly well for some growers.

Ball's Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Ball's Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Ball's Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Ball's Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

Ball Calendula Mixture.

Tr. Pkt. 35c 1/4 oz. 50c Oz. \$1.75 Lb. \$18.00

Bedding Calendulas

The following varieties are not suitable for cut flower purposes.

Lemon Queen. Light or lemon yellow.

Radio. Bright orange with quilled petal. Of compact growth and distinctly effective for bedding.

Radio Golden Beam. Clear yellow Radio.

Sunshine. Semi-double, bright yellow and of upright growth. We find this identical with the variety Chrysanth.

Orange King. Dark centered orange, of compact growth and valuable for bedding.

Price: All the above bedding varieties.

Tr. Pkt. 20c Oz. 60c 2 oz. \$1.00

Bedding Mixture. Evenly proportioned mixture of all compact bedding varieties. Tr. Pkt. 15c Oz. 50c 4 oz. \$1.50 Lb. \$5.00

"Supreme" Quality ABC Flower Seeds

Calliopsis (Annual)

Golden Wave (Drummondii). Yellow.

Tr. Pkt.....	10c	Oz.....	25c	Lb.....	\$2.25
Nigra Speciosa.			15c	Oz.....	25c
Radlata Tigrina (Tiger Star).			10c	Oz.....	40c
Mixed Dwarf.			10c	Oz.....	30c

Canary Bird Vine

Tropaeolum Canariense. Flowers bright canary yellow.

Tr. Pkt.....	10c	Oz.....	30c	1/4 lb.....	75c
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Candytuft (Annual)

If you have grown annual candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring. It will take about five months to bring them into flower indoors. Plans may be made accordingly, taking into consideration the period cut flowers will be of most use to the individual florist. A good time for one planting is soon after the winter holidays as space becomes available. Some growers sow the seed singly, planting out later at the distance of a foot apart.

Giant Hyacinth Flowered

White. Particularly recommended for under glass; provides excellent cut flowers.

Tr. Pkt.....	15c	Oz.....	75c	1/4 lb.....	\$2.25
We have an exceptionally fine strain of the true kind.					\$7.00

Candytuft

Empress. Large white, 1 foot.

Tr. Pkt.....	10c	Oz.....	25c	Lb.....	\$2.25
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Umbellata Type. Valuable for cutting.

	Tr. Pkt.	Oz.	Lb.	
Pink. Flesh color, 12 inches.....	15c	40c	\$3.50	
Carmine. 12 inches.....	15c	40c	3.50	
Lavender. 12 inches.....	15c	40c	3.50	
Lilac. 12 inches.....	15c	40c	3.50	
Rose Cardinal. 12 inches. Brilliant rosy red.....	15c	50c	4.50	
Crimson. 12 inches.....	15c	40c	3.50	
White. 12 inches.....	15c	40c	3.50	
Mixed. 12 inches.....	10c	30c	2.25	

Miniature Gem. Miniature white flowers about 3½ inches high. Each plant produces 4 to 6 spikes. A real gem for rock gardens.

Tr. Pkt.....	15c	1/4 oz.....	50c	Oz.....	\$1.50
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Canterbury Bells (Annual)

Bring Spring to the garden in September.

Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. Seed planted in February blooms in July.

Angelus Bell. Deep Rose.

Tr. Pkt.....	15c	1/4 oz.....	35c	Oz.....	\$1.00
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Blue Bell. Cambridge Blue.

Tr. Pkt.....	15c	1/4 oz.....	35c	Oz.....	\$1.00
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Liberty Bell. Violet-Blue.

Tr. Pkt.....	15c	1/4 oz.....	35c	Oz.....	\$1.00
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Mission Bell. Pink.

Tr. Pkt.....	15c	1/4 oz.....	35c	Oz.....	\$1.00
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Choice Mixed contains dark blue, light blue, pink, rose and white. Winner of Gold Medal in the 1933 All America Selections.

Tr. Pkt.....	10c	1/4 oz.....	25c	Oz.....	75c
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Cannas

Crozy's Finest Mixed. Dwarf varieties.

Tr. Pkt.....			25c	Oz.....	50c
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Cardinal Climber

Ipomoea Quamoclit Hybrids. Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed. Tr. Pkt..... 15c Oz..... 60c

Carnation

Enfant de Nice. The best annual carnation to date—the flowers are 2½ to 3 inches in diameter, borne on long strong stems, deep rose, light salmon or white.

Tr. Pkt.....			50c	1/8 oz.....	\$1.00
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Fines mixed colors.

Tr. Pkt.....			50c	1/4 oz.....	\$1.20
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Marguerite. Special Mixed. The Marguerites are very early flowering, giving an abundance of bloom within five months from planting. The flowers are very fragrant, on good stems and 16 to 20 in.

Tr. Pkt.....			25c	Oz.....	\$1.50
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Carnation (Perpetual)

Enfant de Nice (Aurora, deep salmon). Enfant de Nice or Giant of Nice Carnations should be much more widely grown. They represent a high grade hardy class, grow from 12 to 16 inches high and produce, on long, wiry stems, perfect double blooms of the largest size. They are a great improvement on the popular Chabaud Carnations in size and shape of bloom. If sown in January, they may be planted out in May and will produce sweet-scented flowers for cutting in July and continue throughout the summer and autumn. The deep salmon variety "Aurora" has an excellent and desirable new color. Tr. Pkt.....

Celosia (Coxcomb)

New Celosia Heatherdell. Giant trusses of elegantly feathered and interlaced plumes. Red, pink, henna and yellow shades mixed.

Tr. Pkt.....					50c
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Plumosa (Ostrich Plume)

Plumosa Crimson. 2½ feet.	Tr. Pkt.....		25c	Oz.....	\$1.25
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Plumosa Orange. 2½ feet.	Tr. Pkt.....		25c	Oz.....	\$1.25
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Plumosa Mixed. 2½ feet.	Tr. Pkt.....		25c	Oz.....	\$1.25
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Pride of Castle Gould. 2 to 3 feet.

Colors from deep crimson to light yellow.

Mixed.	Tr. Pkt.....		35c	Oz.....	\$3.00
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Thompsoni Magnifica. Grows 2 feet high. The choicest mixture of the feathered varieties.

Mixed.	Tr. Pkt.....		25c	Oz.....	\$2.50
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Childsi (Chinese Woolflower). 3 feet. Crimson,

Pink, Yellow or Mixed.	Tr. Pkt.....		25c	Oz.....	\$1.50
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Plumosa Superba. The highest bred strain of Plumed Celosias. The result of 30 years of careful and continued selection. The most beautiful and showy of annuals. Great fluffy plumes of the most brilliant colors. A never fading flower which continues to increase in beauty until killed by frost.

Tr. Pkt.....			35c	1/8 oz.....	\$1.00
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Flame of Fire. Excellent pot plant. Also desirable for bedding. 18 inches. Tr. Pkt..... 35c 1/8 oz..... \$1.25

Celosia Brysoni (Chrysanthemiflora)

One of the most effective and largest florists' cut flowers.

Mixed.	Tr. Pkt.....		25c	1/4 oz.....	50c
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Celosia Cristata (Dwarf Cockscomb)

For beds, borders and pots.

Glasgow Prize. Dark crimson.	Tr. Pkt.....		25c	Oz.....	\$2.00
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Empress. Bright red; dark foliage.	Tr. Pkt.....		25c	Oz.....	\$2.00
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Choice Mixed. Tr. Pkt.....			25c	Oz.....	\$2.00
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Miracle. Tall cristata, large heads. Found as a sport among Plumed Celosias, and developed and fixed to type by many years selection. Grows two to three feet high without branches terminated with remarkable coxcombs of enormous size, some round, others coxcomb shape, with surface like velvet plush, others of waved or corrugated appearance.

The range of color is remarkable. Brilliant shades of red from dark crimson to scarlet, white, yellow, salmon and gold, golden pink, bronze, purple, etc. At its best, September until frost.

Mixed colors.	Tr. Pkt.....		35c	1/8 oz.....	75c
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Centaurea Cyanus

Popular free-flowering annuals. Now largely grown in the gardens particularly for Mothers' Day sales, also Decoration Day.

A. B. C. Special Strains. The flowers of these strains are very large. Fully double and the colors intensified. Exceptional florists' quality. **Blue Boy.** Double Blue. **Black Boy.** Blackish Maroon. **Pinkie.** Deep Pink. Each of above—

Tr. Pkt.....			15c	Oz.....	50c
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CENTAUAREA Continued on Next Page

CENTAUREA (Continued)

Cyanus, Standard Strains

	Tr. Pkt.	Oz.	Lb.
Double Blue	\$0.15	\$0.40	\$4.00
Carmine	.15	.40	4.00
Double Rose	.15	.40	4.00
Double White	.15	.40	4.00
Double, Atropurpurea. Maroon	.15	.40	4.00
Double, Ruby. Rich, deep ruby	.15	.40	4.00
Mauve	.15	.40	4.00
Mauve Queen. Soft mauve	.15	.40	4.00
Double. Choice mixture	.15	.40	4.00

Centaurea (Large Flowered)

Imperialis. Fine for cutting.

	Tr. Pkt.	Oz.
Giant Rose	\$0.15	\$0.50
Deep Lavender	.15	.50
Lilac	.15	.50
Purple	.15	.50
White	.15	.50
Favorita. Rose-lilac	.20	.50
Imperial Giant. Mixed	.15	.40

Various Centaureas

Americana.	Grows 3 feet high and bears immense thistle-like blooms of a rosy-lavender color. Splendid for cutting.
Tr. Pkt.	.15c Oz. .50c
Americana Alba.	White. Tr. Pkt. .15c Oz. .50c
Suaveolens (Yellow Sweet Sultan or Grecian Cornflower).	Large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt. .15c Oz. .40c
Moschata.	Mixed Sweet Sultan. Tr. Pkt. .15c Oz. .50c

Centaurea, White Leaved (Dusty Miller)

For borders, vases, baskets, etc.	
Candidissima.	6 inch. Silver gray foliage.
Tr. Pkt.	.25c $\frac{1}{4}$ oz. .50c Oz. \$1.40
Gymnocarpa.	24 inch. Fine, silvery foliage.
Tr. Pkt.	.20c Oz. .50c

Chinese Forget-Me-Not

Cynoglossum Amabile.	An exceptional cut flower for under glass or outside. Blue. Tr. Pkt. .15c Oz. .30c
Amabile Pink. Tr. Pkt.	.25c Oz. .80c

Chorizanthe (Turkish Rugging)

Palmeri.	Dense mat-like Statice flowers. Tr. Pkt. .10c Oz. .75c
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Chrysanthemum (Segetum)

Eastern Star.	Light yellow. Tr. Pkt. .15c Oz. .35c
Morning Star.	Primrose yellow. Tr. Pkt. .15c Oz. .35c
Evening Star.	Sunflower yellow. Tr. Pkt. .15c Oz. .35c
Gloria Alba.	White pale disc. Tr. Pkt. .15c Oz. .35c
Single Mixed.	Segetum. Tr. Pkt. .15c Oz. .25c

All of above have dark centers.

Chrysanthemum (Carinatum)

Burridgeanum.	White with scarlet zone. Tr. Pkt. .15c Oz. .35c
Northern Star.	Giant white, yellow zone. Tr. Pkt. .15c Oz. .35c
Double Mixed.	Coronarium annual. Tr. Pkt. .15c Oz. .30c
Chrysanthemum.	Geisha, Cascade or Japanese balcony. Desirable for pot plants, hanging baskets and porch boxes. Tr. Pkt. .50c

CINERARIAS

Cineraria Cremer's Prize

Produces somewhat smaller blooms than does "Eriksson's" with plants of good height and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. Has taken first prize at the Philadelphia Show for the past three years. The originator is constantly improving the strain.	
Tr. Pkt. (1000 seeds). .15c 1/32 oz. .30c 1/16 oz. .50c 1/8 oz. .90c	\$1.00 \$3.00 \$5.00 \$9.00

Eriksson's "Private Stock" Mixed

Cineraria "Multiflora Maxima"

New A. B. C. Introduction. Medium Sized Flowers—Plants of medium height. A Great Favorite in the Chicago Market.	
Tr. Pkt. of approximately 500 seeds.	\$1.50

CINERARIAS (Continued)

Cineraria Hybrida Grandiflora

A. B. C. Prize. The World's Best Strain of the Large Flowering Type. Blue Shades, Salmon Shades, Crimson, Prize Mixture.

Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c 1/8 oz. \$1.00

Berlin Market. Medium large flowered and dwarf growth.

Dark blue. Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c

Dark crimson. Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c

Mixture (Weissense). A white eyed strain with good growth and flower head.

Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c

Multiflora Nana Mixed. Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mothers' Day sales.

Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c

Stellata Hybrida. Desirable for cutting. Tr. Pkt. .15c 1/32 oz. .30c

Maritima Candissima (Dusty Miller). For bedding, vases, baskets, etc.

Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c

Cineraria. Diamond. Improved form of Dusty Miller.

Tr. Pkt. .15c 1/32 oz. .30c 1/16 oz. .60c

Clarkia—Elegans Double

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

Salmon Queen. Tr. Pkt. .20c Oz. .60c

Queen Mary. Rose-carmine. Tr. Pkt. .20c Oz. .60c

Scarlet Queen. Tr. Pkt. .20c Oz. .60c

Albatros. White, upright, compact.

Tr. Pkt. .20c Oz. .60c

Firebrand. Copper scarlet. Tr. Pkt. .20c Oz. .60c

Mixed. Tr. Pkt. .15c Oz. .50c

Cleome Pungens

Spider Plant. Rose. Tr. Pkt. .10c Oz. .40c

Cobaea Scandens—Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

Blue. Tr. Pkt. .15c Oz. .50c 1/4 lb. \$1.25

White. Tr. Pkt. .20c Oz. .60c

Coleus

Giant Exhibition Mixed (Extra). Tr. Pkt. .1.00 1/64 oz. \$1.75

Hybridus "Rainbow" Mixture. Giant leaves of superb variation—saved from finest collection. Tr. Pkt. .50c 1/16 oz. \$1.00

Laciniated and Fringed Mixed. Tr. Pkt. .50c

Convolvulus Mauranicus

Blue. For hanging baskets. Tr. Pkt. .25c Oz. \$1.50

Cosmos—Worth-while for outdoor cutflowers

Sensation. The name of this new Cosmos has been well applied. Introduced by us last year, it has proved to be everything claimed for this valuable new cutflower. After thorough trials the past season Sensation was given an award of merit by "The All-America Council." Flowers are quite large, 4 to 6 inches across and of strong texture and an important feature of Sensation is extreme earliness of bloom, flowering in from eight to ten weeks from time of sowing seed in the open. Set plants three to four feet apart and when two feet high heel them up with soil. This allows laterals to produce freely and prevents plants from falling over. Disbud for exceptional flowers and long cutting stems. (Seed is as yet in comparative short supply.) White or pink supplied separately.

Tr. Pkt. (Originator's true stock). .50c Oz. \$1.50

Tr. Pkt. 1/4 oz. Oz. \$0.15 \$0.40

Early Single Mammoth Flowering. Crimson, pink, white or mixed. Each .15c .40c

Extra Early Double Anemone-Flowered or Crested.

Cornelia (Crimson), Peach Blossom, Whirlwind (White), mixture. Each .25c .35c 2.00

Giant-Flowered Lady Lenox. Late single. 120 days from seed to flowering. White and pink.

Each. .15c .25c

Hybrida Klondyke (Orange). Late single. 135 days from seed to flowering.

.15c .60c

Orange Flare (New—Bodger). An early flowering vivid orange cosmos. Flowers in four months from sowing. In "All-American Trials" unanimously awarded gold medal.

.40 .25 1.50

Cypress Vine

Mixed. Tr. Pkt. .10c Oz. .20c



Illustrating one of the numerous greenhouses at Weisbaden-Aukamm, Germany, devoted exclusively to production of Fischer's Giant Flowering Cyclamen seed, resulting in harvest of several million viable seeds yearly. Mr. Ferd. Fischer, the famous Cyclamen specialist, standing in aisle.



DAHLIA

Salbach's Improved Unwin
Excellent for Cutting or Pot Plants

CYCLAMEN (Continued)

Vogt's New Double-Flowered Cyclamen

Admiration. Salmon-rose with shaded eye.

Prosperity. Flaming rich rose; distinct, clear color.

Cerise Brilliant (New). Rich cerise-red

Rosea. Soft rose, with coral cast.

100.....	\$2.50	1,000.....	\$20.00
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Mixture of above. 100.....	\$2.50	1,000.....	\$20.00
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If you are in the market for Cyclamen seed in larger quantity than quoted herein and will indicate to us your needs, we will be glad to quote special price—the true "Ferd. Fischer Strain" has few, if any, competitors as to quality. Particularly does this refer to many of his exclusive and outstanding shades.

SPECIAL NOTICE

Mr. Fischer has sent us some exceptionally beautiful colored plates in natural colors of his Cyclamen. The pictures are suitable for framing and may be had absolutely free of charge; just write for one or two prints.

Cuphea Platycntra—Cigar Plant

Russet orange. Excellent for pot plants and borders. Tr. Pkt...	.25c
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Cynoglossum Amabile

Chinese Forget-Me-Not. Blue. An exceptional cut-flower for under glass or outside. Tr. Pkt.....	15c	Oz.....	30c
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Chinese Forget-Me-Not. Pink. Tr. Pkt.....	15c	Oz.....	80c
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Dahlia

Salbach's New Improved Unwin Mixture. Exceptional for pot plants or bedding. Tr. Pkt.....	50c	1/8 oz.....	\$1.25	1/4 oz.....	\$2.00
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Double Large Flowering. Mixed, from named varieties.	Tr. Pkt.....	35c	Oz.....	\$2.25
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Cactus Flowered Mixed. Tr. Pkt.....	50c	Oz.....	\$4.00
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Single, Mixed. Tr. Pkt.....	25c	Oz.....	\$1.25
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New Coltness Hybrids. Dwarf single type; very free flowering, height 2 feet. Choice mixed colors.	Tr. Pkt.....	35c	1/4 oz.....	60c	Oz.....	\$2.00
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Dianthus

Sweet Wivelsfield. A new, hardy annual of wonderful colorings. The flowers are larger than Sweet William and borne in trusses. This perpetual flowering Dianthus is bound to win instant favor both as a cutflower of lasting quality and as a new spring bedding plant. Tr. Pkt.....15c 1/4 oz.....25c Oz.....80c

New Double Sweet Wivelsfield

A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago.

Tr. Pkt.....50c

Delight (New)

This is a hybrid between Sweet Wivelsfield and Dianthus Roysii. Flowers continuously out of doors from June until October, producing flowers about one-half inch in diameter, not in trusses but in alternating spikes in great profusion. There is a bewildering range of colors. Dianthus Delight is an easy growing plant which will stand many degrees of frost. Excellent for cutting.

Tr. Pkt.....75c 3 Tr. Pkts.....\$2.00

Heddewigii. Double Japan. Best mixed. Tr. Pkt.....15c Oz.....50c

Giant Double Annual. Mixed. Tr. Pkt.....15c Oz.....75c

Dianthus

SWEET WILLIAM Tr. Pkt. Oz.

Annual Sweet William. (D. Barbato-sinensis). 12 inch. Single mixed.....\$0.15 \$0.60

Sweet Wivelsfield. 12 inch. Improved form of Annual Sweet William. Extra large flowered brilliant array of colors. Fine for cutting and garden use.....15 .80

HEDDEWIGII

Japanese Pinks. 10 inch and free flowering. Fine for rock gardens.

Fireball. Double. Dark scarlet.....20 .80

Pink Beauty. Blush pink.....20 .80

Snowdrift. Double. Extra large flowered pure white.....20 .80

Mourning Cloak. Double. Blackish maroon, margined white.....15 .50

Diadem Mixture.20 .75

Lacinatus Splendens (New). Single. Extra large 2 inch—brilliant crimson, large contrasting white eye. Special mention in "All-American Trials, 1934".....1/4 oz. 50c .25 1.50

Didiscus Coeruleus

Blue Lace Flower. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt...20c Oz...80c

Dimorphotheca

African Orange Daisy. Choice for cutting and adapted to forcing. Tr. Pkt.....25c Oz.....\$1.00

Hybrid Mixed. Tr. Pkt.....20c Oz.....75c

Dolichos—Hyacinth Bean

Desirable Annual Climber. Purple. Tr. Pkt.....15c Oz.....60c

Dracaena

Australis. Broad leaves. Tr. Pkt....20c Oz....75c 1/4 lb....\$2.50

Indivisa. Narrow green leaves. The popular kind for bedding or vases.

Tr. Pkt.....15c Oz.....40c 1/4 lb.....\$1.00

Eschscholtzia—California Poppy

Golden West. Yellow-orange center. Tr. Pkt.....15c Oz.....25c
Choice Mixed. All colors. Tr. Pkt.....15c Oz.....25c

Euphorbia

Heterophylla (Mexican Fire Plant). Tr. Pkt.....15c Oz.....65c

Variegata (Snow-on-the-Mountain). Tr. Pkt.....15c Oz.....40c

Exacum (Affine)

Provides a most useful pot plant. Numerous small light mauve flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seed sown in January or February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts, with some sand added, is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse, with the minimum of shade. Exacum Affine is a fragrant and charming indoor plant. As a cheap market plant, it is worthy of a. Tr. Pkt.....50c

Hyacinum Atrocoeruleum

Dark Lavender. Yellow stamens. Tr. Pkt.....\$1.00

Forget-Me-Not (Myosotis)

Blue Bird. A beautiful winter-flowering Forget-Me-Not. 1 ft. Tr. Pkt.....25c 1/4 oz.....70c Oz.....\$2.60

Ruth Fisher. Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy dark green foliage, 10 in. Tr. Pkt.....50c 1/16 oz.....\$1.20

Susanne (Winter Flowering). Bright blue. Best variety for cutflowers and pots, ideal for St. Valentine Day bloom. Tr. Pkt.....50c 6 Tr. Pkts.....\$2.50

(For additional Myosotis, see Perennial pages)

Gaillardia (Annual Varieties)

Picta Single. Mixed. Tr. Pkt.....10c Oz.....25c

Picta Lorenziana Double. Mixed. Tr. Pkt.....15c Oz.....40c

Geranium

Apple Scented. 100 seeds.....50c 1000 seeds.....\$4.00

Zonale. Single. Fine mixed. Tr. Pkt...25c 1/4 oz...50c Oz...\$1.60

Lady Washington. 100 seeds.....\$2.20 1000 seeds.....\$20.00

Gerbera

Excellent for pots or cutflowers.

Jamesoni. Mixed Hybrids. 100 seeds....40c 1000 seeds....\$3.00

Gilia—Capitata

A pretty annual for cutting, with heads of lavender-blue flowers.

Tr. Pkt.....10c Oz.....25c

Gilia Liniflora

Introducing a new subject for cutflower use, Gilia Liniflora, a very easily grown, attractive annual. The plants are neat, upright and semi-compact in habit, 12 to 15 inches high, covered with dozens of the dainty, single flax-like flowers which are borne on long stems. White Swan is snowy white, and Bunch of Lilac a clear lavender blue, both very popular florist colors.

A Dainty, Airy Delightful New Flower for Cutting.

White Swan, Pure White. Tr. Pkt.....25c Oz.....\$1.00

Bunch of Lilac. Tr. Pkt.....25c Oz.....\$1.00

Gilia Micrantha (Fairy Stars). Tr. Pkt.....15c Oz.....75c

Gloxinia

Hybrida Grandiflora. Choicest mixed. 1/2 Tr. Pkt...60c Tr. Pkt...\$1.00

Godetia—Satin Flower

Must be grown in shallow soil. The following are all good commercial colors in the large flowered class.

Tr. Pkt. Oz.
Gladiolus Flowered. The flowers are double and should be cut before fully opened.

Carmine\$0.15 \$0.60

Rosy Morn. Bright pink.....15 .60

The Bride. Combination of white and crimson. Attractive

Sweetheart. Dwarf—24 in. Double Poppy-like flower.

Clear pink. Nice color.....25 1.00

Sybil Sherwood (New). Bright salmon-pink, edged white.

Medium dwarf.1/4 oz. 35c .20 1.25

Thunderbolt. Deep crimson. Medium dwarf....1/4 oz. 50c .25 1.75

Duchess of Albany. Pure satiny white. Large flowered and tall.20 .50

Tall Double Mixture.15 .50

Gomphrena Globosa—"Globe Amaranth"

Splendid everlasting; excellent for cutting.

Everlasting (Globe Amaranth). 30 in. Makes nice material for garden decoration and cutting. The varieties Aurea Superba and Rubra are particularly attractive; also Nana Compacta Rubra is choice for edging.

Tr. Pkt. Oz.
Rose. Light rose pink. **White.** Grayish white.....15 .25

Rubra. Bluish purple. Very bright deep color.....15 .25

Mixed.15 .25

Nana Compacta Rubra. Dwarf strain of Rubra. 8 in. Choice for edging.....15 .35

Gourds—Ornamental

Small kinds mixed. Large kinds mixed.....Each .15 .25

Grasses—Ornamental

Pennisetum Rueppelianum (Purple Fountain Grass).

Tr. Pkt.....15c Oz.....80c

Longistylum. Tr. Pkt.....10c Oz.....50c

Above used largely for bordering canna beds.



Imperial Larkspur

Grevillea Robusta

Tr. Pkt. Oz.

Ornamental foliage plant for vases, etc. Easily raised from seed.

Australian Silk Oak. Seeds should be sown in early spring with plenty of bottom heat and in a well drained loose soil. Grown in a 60° house, 5 in. pot plants available by fall.....\$0.25 \$0.75

Gypsophila—Baby's Breath (Annual)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers. Several plantings can be made during the season at intervals of ten days' time, in order to have a succession of bloom.

Tr. Pkt. Oz.

Covent Garden Market. Extra large flowered, full petalled flowers having 6 to 8 petals instead of the usual 4 to 5.....4 oz. 50c; 1 lb. \$1.60; 5 lbs. \$6.50 .. \$0.20

London Market. Slightly taller than Covent Garden Market and later....4 oz. 50c; 1 lb. \$1.50; 5 lbs. \$6.50 .. .20

Paris Market. Standard medium size flowered strain.4 oz. 40c; 1 lb. \$1.00; 5 lbs. \$4.50 .. .15

Carminea. Same habit as others but with bright carmine-pink flowers. Rather small flowered.....\$0.15 .25

Heliotrope

Can be bloomed from seed in four months.

Lemoine's Giant. Excellent large flowering strain. Tr. Pkt.....40c

Choice Mixed. Tr. Pkt.....25c. Oz.....\$1.25

Helichrysum—Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

	Tr. Pkt.	Oz.	Lb.
Fireball. Showy, deep crimson.....	\$0.15	\$0.60	\$6.00
Golden Ball. Clear golden-yellow.....	.15	.60	6.00
Canary Yellow Buttercup. New.....	.15	.60	6.00
Rose-Carmine.15	.60	6.00
Rose-Pink.15	.60	6.00
Salmon-Pink.15	.60	6.00
Silver Pink.15	.60	6.00
White.15	.60	6.00
Violet.15	.60	6.00
Mixed. All colors.....	.15	.60	6.00

Humulus Japonica—Japanese Hop

Climber. Tr. Pkt.....15c Oz.....35c

Humulus Variegata—Variegated Hop

Climber. Tr. Pkt.....25c Oz.....50c

Hunnemannia—Mexican Tulip Poppy

Fumariæfolia. Produces flowers from July till frost. Desirable for cutting. Tr. Pkt.....15c Oz.....50c

Sunlite (New). Semi-double. Tr. Pkt...25c 1/4 oz...50c Oz...\$1.75

Ice Plant

Mesembryanthemum. White flowers. Tr. Pkt.....10c Oz.....40c

Impatiens

Provide splendid pot plants for Christmas sales. Also useful for porch boxes. Will succeed in partial shade.

Holstii. **Liegnitzia.** Deep vermillion-red. 1000 seeds.....50c

Holstii. **Hybrids.** Finest mixture. 1000 seeds..50c 1/16 oz...\$1.00

Sultanii. Bright rose. Tr. Pkt.....35c 1/16 oz.....\$1.00

Sultana Hybrida. Mixed. Tr. Pkt.....50c 1/16 oz.....\$1.00

Ipomoea

Tr. Pkt. Oz. Lb.

Bona Nox (Evening Glory), large, blue.....\$0.10 \$0.20 \$2.20

Giant Pink (Northern Light).15 .40

Imperialis Japanese Fancy Fringed, extra.....10 .25 2.40

Japanese Giant mixed.15 .50 6.00

Leari. Dark blue with crimson bars..... .50

Noctiflora (Moonflower). White seeded.....10 .40 4.00

Noctiflora. Black seeded.....10 .40 4.00

Ipomoea "Heavenly Blue"

Clark's Improved Early Flowering Strain.

Clark's strain is well known and widely used throughout the United States, being especially adapted to Eastern conditions. It is early flowering and makes a sparse growth of foliage. When growing Ipomeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied. One of the most admired flowering vines at the Chicago Century of Progress, 1934. H. B. Hudson, who had charge of the Vaughan booth at the Fair, stated that they sold more seed for the Morning Glory Heavenly Blue than anything else. This climber made a beautiful showing on the back wall of the Horticultural Building.

A Color of Pure, Unrivalled Beauty.

Clark's Early-Flowering Heavenly Blue. A good seller when offered in small pot plants for setting out in the garden in spring.

Tr. Pkt.....15c Oz.....75c Lb.....\$8.00

Setosa (Brazilian Morning Glory). Red. Tr. Pkt....10c Oz....30c

Isoloma

Hirsutum Multiflorum Hybridum. Choice tuberous rooted pot plant spotted flowers, mixture of colors, grows 6 to 8 inches. January sowing flowers through the summer. Tr. Pkt.....\$1.00

Kalanchoe

Globulifera Coccinea. Popular spring flowering pot plant and easily grown from seed. 1000 seeds.....\$1.00

Kochia

Summer Cypress or Mexican Fire Bush Childsi. Improved strain. Tr. Pkt.....10c Oz.....20c

Lantana

Desirable for bedding, pot culture, vases. Seed must be sown with bottom heat and early.

Dwarf Compacta. Mixed. Tr. Pkt.....15c Oz.....60c

Hybrida, Tall. Tr. Pkt.....15c Oz.....50c

LARKSPUR Annual

Giant Hyacinth—Flowered

*Pink, *Purple, White, Dark Blue, Lilac. Mixed. Each.. \$0.25 \$0.80 \$8.00

We prefer the Imperial or Stock Flowered to the Hyacinth Strain.

SEE NEXT PAGE FOR CONTINUATION OF LARKSPUR



LARKSPUR (Continued)

An important cut-flower both for greenhouse and outdoor culture. Moderate temperature and a moist soil are necessary to obtain good germination. Seed frequently failing to start at all in hot weather. The Base Branching class, also known as the Imperial or Spiral, improves the original Stock-flowered in being somewhat longer stemmed. The Hyacinth-flowered type produces but one long non-branching flower spike. They do well on a raised or shallow bed where the growth can be hardened some, but on a deep ground bed, especially if grown cold, they produce hollow stems that break easily in handling.

Three New and Valuable Introductions

Larkspur Giant Imperial Cattleya. This is a late flowering, branching from the base habit (two to three weeks later than other sorts) which lengthens the flowering season. The color is a rich rosy lilac full double flowers that are closely spaced on four to five foot stems. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934. Tr. Pkt... 25c Oz... \$1.25 1/4 lb... \$3.50

Larkspur Giant Imperial Dazzler is in full bloom seven to ten days earlier than any of the other varieties. The flowering spike is very long with closely spaced mammoth flowers of a vivid lustrous carmine color. Dazzler will make an ideal florists' variety for earliness and its long flowered spike, also for the home gardener who loves grace and brilliancy. Tr. Pkt... 25c Oz... \$1.25 1/4 lb... \$3.50

Larkspur Giant Imperial Sweet Lavender. A delightful shade of rich lavender blue, the flowers are very large, full double, closely spaced on a long flowering truss. Sweet Lavender is an outstanding new shade of great merit. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934.

Tr. Pkt..... 25c Oz..... \$1.25 1/4 lb..... \$3.50

LARKSPUR

Imperial or Base Branching Varieties

	Tr. Pkt.	Oz.	Lb.
*Blue Bell. Fairly deep blue; excellent.	.25	\$1.00	\$10.00
Blue Spire. Very deep violet blue.	.25	1.00	10.00
Carmine King. Carmine-rose.	.25	1.00	10.00
Coral King (New). Coral Pink.	.35	2.00	17.50
*Daintiness. Light lavender blue.	.25	1.00	10.00
Exquisite Pink Improved. Soft rich pink.	.25	1.00	10.00
*Gloria. Deep rose-pink; excellent.	.25	1.00	10.00
Los Angeles Improved. Salmon-rose.	.25	1.00	10.00
*Lilac Queen (New). Rich lilac-lavender.	.25	1.00	10.00
Lilac Spire. Lilac.	.25	1.00	10.00
*Miss California. Pink shaded salmon.	.25	1.00	10.00
The Empress. Salmon-pink.	.25	1.00	10.00
White King (New). The outstanding white larkspur of the decade (see novelty pages for complete description).	.35	2.00	17.50
White Spire.	.25	1.00	10.00
Mixed.	.20	1.00	10.00

LARKSPUR

Stock-Flowered Varieties.

*Dark Blue. A rather heavy color.	.20	.50	5.50
Empress Rose. An excellent pink.	.20	.50	5.50
La France. Salmon-pink.	.20	.50	5.50
Los Angeles. Rosy salmon-pink.	.20	.50	5.50
Lilac. A good color.	.20	.50	5.50
Lustrous Carmine.	.20	.50	5.50
*Rosamond (New). Fine fairly deep rose.	.25	.50	5.50
Rose Queen (New). Rose pink.	.25	.75	8.00
Rosy Scarlet. Not much of this.	.20	.50	5.50
Sky Blue. Good light blue.	.20	.50	5.50
White. Prefer White Spire.	.20	.50	5.50
Mixed.	.15	.30	3.50

Leptosyne Stillmannii

Golden yellow, fine for cutting. Flowers in six weeks.
Tr. Pkt. 15c Oz.75c

Linaria

Fairy Bouquet. Compact growth, large flowers in many distinct colors in early. Flowers resemble miniature snapdragons.
Tr. Pkt. 15c 1/4 oz.85c

LOBELIA

Lobelia

	Tr. Pkt.	1/4 oz.	Oz.
Barnard's Perpetual.	\$0.25	\$0.60	\$2.00
Erinus Crystal Palace Compacta. 4 inch.	.25	.60	2.00
Compacta Blue Gown. Clear deep blue, without eye, fine compact habit.	.25	.75
Blue Stone. Re-selected. Compact habit, large flowers, brilliant mid-blue.	.25	.75
Mrs. Clibran. Deep blue, white eye.	.35	.80	2.80
Speciosa. Dark flowers and foliage. 10 inch.	.20	1.00
Emperor William. Dwarf. 4 inch.	.25	.45	1.60
Pumila Splendens, Bedding Queen. Dark blue, white eye, dwarf. 4 inch.	.25	.60	2.00
Alba, Snowball. 4 inch.	.25	.50	1.80
Rosea Pink. 4 inch.	.25
Sutton's Cambridge Blue. Light blue with green foliage.	.35	1.20	4.00
Speciosa Superba Compacta, Royal Purple. Dark blue, white eye, dark foliage.	.20	.45	1.40
Prima Donna. Velvety maroon. 10 inch.	.25
Gracilis. Blue. 10 inch.	.1580
Mixed. 10 inch.	.1580
Pendula, Hamburgia. Good for hanging baskets, sky-blue, white eye.	.25	.45	1.50
Miranda. Bright rosy purple. Clear white eye. 10 inch.	.35	1.00
Sapphire. For hanging baskets, large deep navy-blue with white eye.	.25	.50	1.75

Lunaria "Honesty"

Alba. Admired for its silvery seed panicles. Tr. Pkt... 20c Oz... 75c

LUPINES

Lupinus (Lupine)

New Lupinus Hartwegii Giants or King Lupines. King Blue.	Enormous spikes of rich Oxford Blue, enhanced by a pure white stripe in the standard of each flower. The plants grow from three to four feet high. They are base-branching, with six to eight huge spikes to a plant.
New Lupinus Hartwegii Giants or King Lupines. King White.	Enormous glistening pure White spikes of flowers. A companion to King Blue, with all its size and beauty. This Lupine is exquisitely scented.

Tr. Pkt..... 25c 1/4 oz..... 50c Oz..... \$1.50

Lupinus Hartwegii

Dark Blue. Tr. Pkt... 15c Oz... 30c 4 oz... 90c Lb... \$3.50
Sky Blue. Very good market color.
Tr. Pkt..... 15c Oz..... 30c 4 oz..... 90c Lb..... \$3.50
Roseous. Of limited commercial value.
Tr. Pkt..... 15c Oz..... 30c 4 oz..... 90c Lb..... \$3.50
Sulphureus Superbus. Golden yellow. 28 inch. Tr. Pkt... 15c Oz... 50c
Luteus Romulus. Dwarf yellow. Tr. Pkt..... 15c Oz..... 50c
For other Lupinus see Perennial list.
Giant Mixture. An especially large flowered strain, base-branching.
Tr. Pkt..... 20c Oz..... 75c

Lophospermum

Scandens (Climbing Foxglove). Rose.
Tr. Pkt..... 35c 1/4 oz..... 80c Oz..... \$2.80

MARIGOLD

Dixie Sunshine

Annual
This is a late flowering Marigold, the seed of which should be started indoors in pots or boxes in localities north of Washington, D. C. As soon as the plants are large enough to handle, prick them off into other boxes allowing 2 in. between the plants. Set into the open when the nights have become balmy. Being of strong growth, the plants should be planted not closer than 2 ft. apart each way. Like other Marigolds, Dixie Sunshine delights in moderately rich soil, neither too wet nor too dry, and in a location where the plants receive sunshine all day. South of Washington, D. C., the seed may also be sown right into the open when the soil can be worked properly in the spring. Tr. Pkt.... 25c 1/4 oz.... 60c Oz.... \$2.00
MARIGOLDS Continued on Next Page (See Also Novelty Pages)

MARIGOLDS (TAGETES) "GUINEA GOLD" AND "YELLOW SUPREME" PROVIDE DESIRABLE CUTFLOWERS

A. B. C. SELECTED MARIGOLDS



Marigold "Guinea Gold"

Carnation Flowered

Lieb's Winter Marigold. Sensational Cutflower Novelty

The Originator's Improved Strain Now Obtainable from Seed. New Winter Cut Flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing five months. Flowers are of wonderful keeping quality and have a distinctly sweet odor.

The Best Paying Bench Space in Your Greenhouses.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. Fine to follow Mums. Plant 10 by 10 inches and pinch back once. No insect pests. Tr. Pkt.

50c

Australian Tree

This is another desirable Winter Flowering Marigold with long stems. Color: Golden yellow and mahogany.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

LIEB'S MARIGOLD

By FRITZ BAHR, Prominent Grower and Horticultural Writer
(Excerpt from The Florists' Exchange)

The better you become acquainted with this Winter-flowering Marigold, which is really indispensable to the retail grower, the better you will appreciate its value as a cutflower during the Winter and Spring months. With 2 1/4 in. or 2 1/2 in. stock planted during September or October on benches about 10 in. apart in a 50-deg. house, you will start to cut during December and continue well into May. There isn't a retail grower who can't realize 50c per doz. for the flowers during the Winter months, and many are sold at 75c or \$1 per doz.; even at the lower price, this Marigold will pay for itself as well as almost anything you can carry in a 50-deg. house. The plants will simply insist on flowering and should be at their best during January and February, when other flowers are not too plentiful, and at the same time you probably have to call every day for inexpensive flowers suitable for the table. They are good for a week after being cut if given any care.

All this need not make us think less of Calendulas or anything else we grow on for cutting, but I don't know of anything that persists in flowering as this Marigold does. By disbudding one can obtain long stem, large flowers, but every little side shoot will produce a blossom, and those too short-stemmed will come in handy for funeral work. Of course not all your customers would care for them, but the writer has seen some most attractive wreaths made up with them. The cuttings root freely almost any time of year; those rooted during Fall and the plants grown on in 2 1/2s will be in full bloom by Christmas, fine for made-up dishes and pans.



Marigold, Tall African "All Double"

Sow the following NOW for Spring Cutting
Also Desirable for Outdoor Culture

GIANT AFRICAN CLASS

3 feet. Large, double-flowered. A valuable class for cutting.

	Tr. Pkt.	1/4 oz.	1 oz.	
*All-Double Orange.....	4 ozs.	\$5.00	\$0.25	\$0.50
*All-Double Lemon.....	4 ozs.	\$5.00	.25	.50
All-Double Mixed.....	4 ozs.	\$4.00	.25	.40

Golden Emblem, Double

Dark Golden Yellow. An attractive addition to the Prince of Orange type. Tr. Pkt. 25c 1/4 oz. 50c 1 oz. \$1.50

Tall French Double

Pulchra Plena. Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting. Tr. Pkt. 15c Oz. 50c

CARNATION-FLOWERED

Tr. Pkt. 1/4 oz. 1 oz.

Yellow Supreme.	Creamy lemon-yellow, loose petaled	\$0.25	\$0.40	\$1.25
Guinea Gold.	Light, attractive orange color flowers, about 2 in.	4 ozs.	\$5.00	.25 .45 1.50
Lemon Gem (New).	Lemon yellow.....		.35 2.50
Golden Eagle (New).	Luminous gold.....		.35 2.50

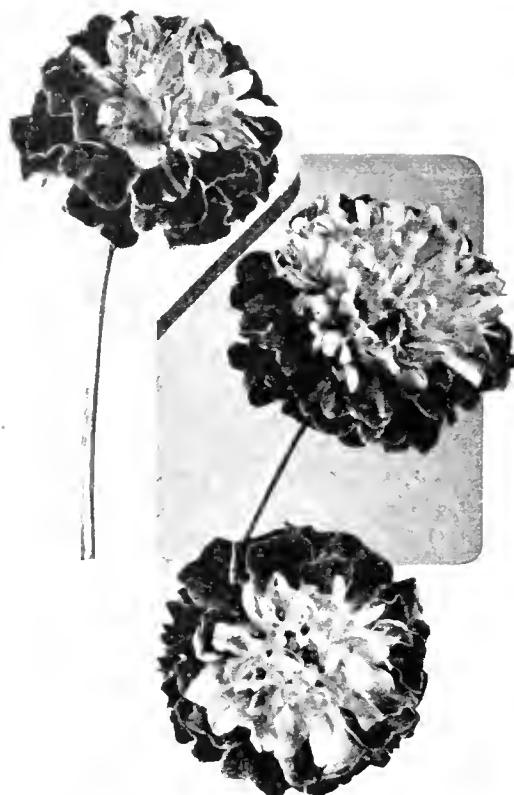
FOR BEDDING AND SPRING POT PLANTS

Dwarf French, Robert Beist, Selected Strain (Double)

Small-Flowered. The blooms measure about the equivalent of a fifty-cent coin and the color combination is most pleasing, namely, velvety reddish brown with small golden center. Tr. Pkt. 15c Oz. 50c

Tr. Pkt. 1/4 oz. 1 oz.

Electric Light.	A new dwarf French double Pompon variety; lemon-yellow blotched maroon	\$0.25	\$0.50	\$1.50
*Monarch Golden Ball (New).	Most valuable, uniformly double; 98 per cent golden orange.	.15	.60	
*Pallida.	Double lemon yellow, a bright color. Height about 15 in.15	.65	
*Fire Cross.	Single dwarf light orange with brown center, resembling Legion of Honor...	.15	..	.60
Legion of Honor.	Yellow in this is some lighter than Fire Cross with some brown center.10	..	.40



New Marigold "Harmony"

A Desirable Annual for Cutting or Pot Plants

MARIGOLDS (Continued)

Harmony

A remarkable break in the dwarf French section of Marigold, which differs from all existing forms in its habit and the shape and coloring of its flowers, the latter, almost suggesting those of a Scabiosa, are of a bright golden-yellow, bordered with rich maroon-red, a most striking and effective combination of tints. The plants being about 12 inches high and of very bushy habit, form excellent material for cutting and bedding. We consider this a most important, new introduction in the Marigold family. Tr. Pkt. 25c
1/4 oz. 40c Oz. \$1.25

Dwarf Varieties

African Dwarf, Double Queen Strain. This new strain of African Marigolds is admirably adapted for bedding use. The plants are sturdy and free flowering, forming a veritable pyramid of blooms. The flowers are from two to three inches across with rather flat petals, giving a novel effect of softness. **Golden Queen**, golden yellow; **Orange Queen**, deep orange; **Primrose Queen**, light primrose yellow; **Yellow Queen**, clear lemon yellow. Price, each of above: Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50
Pride of Garden (Dwarf African). Double orange. Tr. Pkt. 10c Oz. 40c

Mexican Dwarf Orange

In our trials last season we considered this variety outstanding among all new strains we had under observation. It is unlike any other Marigold now known, semi dwarf in habit, freely branched, and heavily laden with quantities of its unique semi tubular petaled flowers of bright orange. We consider Mexican Dwarf Orange an outstanding new Marigold for this season.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Dwarf, French Mixed.

Tr. Pkt. 10c Oz. 40c Lb. \$4.00

Dwarf French Monarch Strain Mixed. A very compact type comprising a wide range of colors, bronze, yellow and mahogany.

Tr. Pkt. 15c 1/4 oz. 25c Oz. 80c

Dwarf French, Robert Beist, Selected Strain (Double)

Small-Flowered. The blooms measure about the equivalent of a fifty-cent coin and the color combination is most pleasing, namely, velvety reddish brown with small golden center. Tr. Pkt. 15c Oz. 50c

Prince of Orange, Tall African

strain but the proportion of doubles is not equal to the listed on previous page.

25c 1/4 oz. 40c Oz. \$1.25

MARIGOLDS (Continued)

Lemon Queen, Tall African

Same as above in lemon color.

Tr. Pkt. 25c 1/4 oz. 40c Oz. \$1.25

Royal Scot

Modern as the crack Scottish Railway train, the Royal Scot, from which it borrowed its name, this marigold is the most striking yet introduced. The large well formed double flowers are produced in abundance on plants from 24 to 30 inches in height. The color is a charming combination of mahogany and gold symmetrical stripes which radiate from the center of the flower. We feel confident that Royal Scot will be welcomed by florists and home gardeners alike.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Tall French Single

Josephine. Single dark crown with edging of gold and a glint of crimson. Very desirable for pot plants.

Tr. Pkt. 10c Oz. 40c

Fire Cross, Dwarf French

Small-Flowered. Single, saffron orange with brown, red center. An improved Legion of Honor. Tr. Pkt. 20c Oz. 75c

Legion of Honor

Single, golden yellow with crimson spot. Small flowered.

Tr. Pkt. 10c Oz. 40c

Dwarf, Gold Striped

Double small flowered. Brownish red, striped yellow.

Tr. Pkt. 15c Oz. 60c

Golden Ball

Small flowered. Double golden yellow. Very compact.

Tr. Pkt. 15c Oz. 60c

Dwarf, Lilliput, Mixed

Double small flowered. Very dwarf, excellent for pots.

Tr. Pkt. 15c Oz. 50c

Small Flowered Dwarf

Tagetes Signata Pumila. Golden yellow flowers, single, hundreds to a plant. 10 inches high. Splendid for edging.

Tr. Pkt. 15c Oz. 60c 1/4 lb. \$2.25

Tagetes Signata Pumila, Little Giant

We are proud to offer Little Giant as the highest development yet attained of this pretty little Marigold, with slender fernlike foliage and an abundance of dainty, single, golden orange flowers on plants which are only four to six inches high with a spread of eight to ten inches.

At the Chicago Century of Progress a bed of Verbena Venosa bordered with the above Little Giant tagetes created no end of favorable comment. Tr. Pkt. 25c 1/4 oz. 50c Oz. \$2.00

Marvel of Peru (Four O'clock)

Mixed Colors. Oz. 10c 1/4 lb. 30c

Matthiola

Bicornis. Evening-scented stock, purplish-lilac. Tr. Pkt. 10c Oz. 20c

Matricaria

Capensis Alba Fl. Pl. Double White. Tr. Pkt. 15c Oz. 50c
Golden Ball. Tr. Pkt. 40c Oz. \$2.00

Mesembryanthemum

Crystallinum. Ice plant. White flowers. Tr. Pkt. 10c Oz. 40c

Mignonette

For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes.

Ball Strain. Tr. Pkt. \$1.00 1/4 oz. \$1.75 Oz. \$6.00

New York Market. Tr. Pkt. \$1.00 1/4 oz. \$1.75 Oz. \$6.00

Machet. Good for summer bedding work. Tr. Pkt. 15c Oz. 75c

Golden Goliath. Goliath Red. Each. Tr. Pkt. 15c Oz. 75c

Mimosa—Sensitive Plant

Pudica. Tr. Pkt. 15c Oz. 50c

Mimulus

Moschatus (Musk Plant). Tr. Pkt. 35c 1/8 oz. 60c

Tigrinus (Monkey Flower). Tr. Pkt. 15c 1/4 oz. 50c

Morning Glory

Japanese Select. Tr. Pkt. 10c Oz. 15c

SEE NOVELTY PAGES FOR LISTING OF NEW MARIGOLDS



Nasturtium Bodger's Double

Sweet Scented Orange Gleam. Desirable for cutting

Musa

Ensete (Abyssinian Banana).
25 seeds....60c 100 seeds....\$2.00 1000 seeds....\$18.00

Nasturtium

Double Varieties.

All colors of the new Gleam class are valuable both for cutting and use in combination boxes. No retail grower should be without them. We offer the true Bodger strains.

Orange Gleam (New). A deep glowing golden orange with a deeper shading in the center. Flowers large, uniformly double and profusely free flowering. Tr. Pkt....10c Oz....50c

Dwarf Double Golden Globe. Identical in color with the popular Golden Gleam, but uniformly dwarf and compact.

Tr. Pkt.....10c Oz.....15c 1/4 lb.....50c

Dwarf Double Gem. Composed of an evenly balanced range of cheerful colors on dwarf compact, gem-like plants. The good sized sweet scented double flowers cover the little plants. Ideal for border and edging use. **Mixed colors.**

Tr. Pkt.....10c Oz.....25c

Golden Gleam. The original semi-trailing double nasturtium. Deep golden yellow.

Tr. Pkt.....10c Oz.....15c 4 oz.....35c Lb.....\$1.00

Scarlet Gleam (New). Identical in every way with Golden Gleam except in color which is a brilliant scarlet.

Tr. Pkt.....10c Oz.....25c

Gleam Hybrids. This hybrid strain produces a most pleasing array of very attractive colors running through varying shades of scarlet, orange, salmon, to golden and cream yellow, with all the valuable characters of Golden Gleam added.

1/4 oz.....10c Oz.....15c 4 oz.....50c

Climbing or Trailing Varieties. Crimson-Maroon, dark foliage, Pink, Scarlet or Yellow. Each. Oz....10c 1/4 lb...25c Lb...80c

Climbing Special Mixed. Oz....15c 1/4 lb...30c Lb.....\$1.00

Dwarf or Tom Thumb Varieties. Crimson, dark foliage, Golden-Yellow, Crimson-Maroon, or Salmon-Pink.

Each. Oz.....10c 1/4 lb.....25c Lb.....80c

Dwarf Special Mixed. Oz....15c 1/4 lb....30c Lb.....\$1.00

Nemesia

Strumosa Suttonii. Tr. Pkt. 1/4 oz.

Grandiflora. Large flowered and long stemmed. 24 inch.

Good for cutting.

Blue 1/16 oz., 50c \$0.35 .35

Cherry Red 35 \$0.75

Orange. Good bright color, comes quite true. 35 .75

Rose. Rather deep heavy color. Comes quite true. 35 .75

Scarlet. Varies. 35 .75

Mixture of above colors. 35 .50

Nana Compacta. More dwarf than Grandiflora. 18 inch, and branches very profusely from base. Good for bedding and pot work.

Aurora. Carmine-crimson with white. Quite attractive. 35 .75

Blue Gem Imp. Nice delphinium blue. Varies. (1/8 oz., 50c) .35 .35

Fire King. Scarlet. 35 .75

Orange Prince. A rich orange. 35 .75

Triumph Mixed. A mixture of above colors.25 .50

Nemophila

Mixed. Tr. Pkt.	10c	.15c
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Nicotiana (Ornamental Tobacco)	Tr. Pkt. Oz.	
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Affinis. Fragrant, white.....	\$0.10	\$0.30
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Affinis Hybrids.10	.40
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Crimson Bedder. Rich deep crimson.15	.80
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Sanderae. Red.10	.50
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Nierembergia

Frutescens Lilac. Tr. Pkt.		25c
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Nigella (Damascena)

Miss Jekyll. Double Blue 18 inch. Tr. Pkt.	10c	Oz. 15c
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Oenothera

EVENING PRIMROSE

Afterglow. Yellow with bright red calyx. 3 in. Tr. Pkt.	20c	Oz. 50c
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Lamarckiana. Yellow. 4 feet. Tr. Pkt.	15c	Oz. .25c
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PANSY

**A.B.C. "De Luxe" Fancy Colored, Large Flowered Mixture
(Our Exclusive Introduction)**



Pansies are a Leading Specialty with Us

A. B. C. "De Luxe" Pansies

Will satisfy your critical trade both as to size and variation of coloring.

Truly the "last word" in Pansy mixtures, and is our exclusive strain.

If you are looking for "the unusual in Pansies and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. De Luxe."

This exceptional mixture is highly recommended for cuttings, likewise for spring plant sales. Numerous growers have told us that "De Luxe" Pansy plants in flower virtually sell themselves and command a premium over stock produced from other so-called fancy mixtures. You will, we are quite sure, make no mistake in continuing your pansy cultures to A. B. C. "De Luxe" Mixed.

Tr. Pkt. \$1.00	1/8 oz. \$1.50	1/4 oz. \$2.75	1/2 oz. \$10.00
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PANSIES Continued on Next Page

IF INTERESTED IN THE NEWER CARNATIONS PLEASE WRITE FOR SPECIAL LIST



A. B. C. Selected Pansies (Continued)

A. B. C. "Private Stock"

Vaney Exhibition Mixture. A. B. C. "Private Stock" is a really outstanding "all purpose" mixture and has given the utmost satisfaction both for cut flowers and plant sales.
Tr. pkt....50c 1/8 oz.....\$1.25 1/4 oz.....\$1.75 Oz.....\$6.50

Engleman's Special (Originator's Strain)

Scottish show type, immense flowers. Bronze and reddish shades. Compact and early flowering.
Tr. pkt....50c 1/8 oz.....\$1.20 1/4 oz.....\$2.25 Oz.....\$8.00

Roggli, Super Swiss Giants (True Strain)

Some growers favor this strain because of the immense size of blooms. However, A. B. C. "De Luxe" is, in our opinion, much preferable.

Super Swiss Giants Mixed.
Tr. pkt....50c 1/8 oz...\$1.00 1/4 oz...\$1.75 Oz...\$7.00 2 oz...\$13.00

Various Pansy Mixtures

A. B. C. "Super" Maple Leaf Mixture.
Tr. pkt....75c 3/8 oz.....\$1.30 1/4 oz.....\$2.50 Oz.....\$9.00
Ordinary Mixture.
Tr. pkt....25c 1/4 oz.....\$0.50 Oz.....\$1.50
Giant Trimardeau. Choice mixed.
Tr. pkt....15c 1/4 oz...30c Oz...\$1.00 1/4 lb...\$2.75 Lb...\$10.00

Steele's Pansy Mixtures (New Crop Seed)

Supplied to us direct by Steele.
Jumbo Mixed.
1/16 oz.....\$1.00 1/8 oz.....\$1.75 1/4 oz.....\$3.25 1/2 oz.....\$6.25 Oz.....\$12.00 2 oz.....\$23.00 4 oz.....\$40.00
Super Maple Leaf Mixed.
1/16 oz....\$.75 1/8 oz.....\$1.25 1/4 oz.....\$2.50 1/2 oz.....\$4.75 Oz.....\$9.00 2 oz.....\$16.50 4 oz.....\$32.00
"400" Mixed. A super Swiss strain.
1/16 oz....\$.65 1/8 oz.....\$1.00 1/4 oz.....\$2.00 1/2 oz.....\$3.75 Oz.....\$7.00 2 oz.....\$13.00 4 oz.....\$24.00
Miracle Mixed.
1/16 oz....\$.65 1/8 oz.....\$1.00 1/4 oz.....\$1.75 1/2 oz.....\$3.25 Oz.....\$6.00 2 oz.....\$10.50 4 oz.....\$19.00

SPECIAL NOTE! PETUNIAS LISTED IN CENTER OF THIS BOOK

Phlox Drummondii Grandiflora

Beautiful summer flowering annual.

	Tr. Pkt.	1/4 oz.	Oz.
Alba. White.	\$0.25	\$0.30	\$1.00
Carnea. Flesh pink with rose eye	.25	.30	1.00
Chamois Rose. With carmine eye	.25	.30	1.00
Cinnabar. Rich scarlet	.25	.30	1.00
Leopoldii. Deep rose with white eye	.25	.30	1.00
Rosea. Rose-pink shading deeper in center. Fine	.25	.30	1.00
Violet. White eye	.25	.30	1.00
Sky Blue.	.25	.30	1.00
Snowball. Large white	.25	.30	1.00
Cuspidata Mixture. Star of Quedlinburg	.20	.30	1.00
Special Mixed. A mixture of tall varieties	.20	.25	.80

Nana Compacta

Dwarf type for bedding.

Chamois. With carmine eye	.35	.75	2.50
Fireball. Fiery scarlet	.35	.75	2.50
Isabellina. Pure yellow	.35	.75	2.50
Meteor. Carmine Rose	.35	1.00	3.50
Surprise. Begonia Rose White eye	.35	.75	2.50
Snowball. Pure white	.35	.75	2.50
Variabilis. Blue shades	.35	1.00	3.50
Delicata. Salmon pink. Carmine eye	.35	1.00	3.50
Cecily Mixture. A special mixture of all the attractive colors in this class	.35	.70	2.25

Poppies

Shirley	Tr. Pkt.	Oz.
Double Begonia-flowered Pink Shades. Double Begonia-flowered Salmon	Each \$0.15	\$0.50
Shirley, Single Mixed	.10	.30
Lionian Legion. Single orange-scarlet	.15	.50

A. B. C. "DE LUXE" MIXED PANSY LISTED ON PREVIOUS PAGE — FOR LIST OF PETUNIAS, SEE CENTER OF THIS BOOK

Steele's Pansy Mixtures (Continued)

Masterpiece Mixed. Long stems.				
1/16 oz.....\$0.85	1/8 oz.....\$1.50	1/4 oz.....\$2.50	1/2 oz.....\$4.75	
Oz.....\$9.00	4 oz.....			\$31.00
"Aces" Mixed Greenhouse Special.				
1/16 oz.....\$0.50	1/8 oz.....\$0.85	1/4 oz.....\$1.50	1/2 oz.....\$2.75	
Oz.....\$5.00	2 oz.....\$9.00	3 oz.....\$13.50	4 oz.....\$17.50	

Swiss Giant Pansies

Swiss Alpenglow. Rich wine shades.				
Tr. pkt.....50c	1/8 oz.....\$1.00	1/4 oz.....\$1.75	Oz.....\$6.00	
Swiss Berna. Dark violet blue.				
Tr. pkt.....50c	1/8 oz.....\$0.80	1/4 oz.....\$1.50	Oz.....\$5.00	
Swiss Rhinegold. Canary yellow with dark blotches.				
Tr. pkt.....50c	1/8 oz.....\$1.00	1/4 oz.....\$1.75	Oz.....\$6.00	
Swiss White (Mont Blanc). Compact.				
Tr. pkt.....\$1.00	1/8 oz.....	\$3.00	Oz.....\$20.00	

A. B. C. Giant Pansies

	Tr. pkt.	1/4 oz.	Oz.
Apricot.			\$3.00
Adonis. Light blue		.30	.50 1.65
Bridesmaid. Apple blossom pink		.35	.85 3.00
Black-Blue. Dark blue		.30	.50 1.65
Bugnot. Shades of red, bronze		.35	.75 2.50
Cardinal. Brilliant red		.25	.60 2.00
Emperor William. Blue		.30	.50 1.65
Golden Queen. Golden yellow. Pure		.30	.50 1.65
Hortensia Red. Dark red		.30	.75 2.00
King of the Blacks		.30	.50 1.65
Lake of Thun (Ullswater, Thuner Sea). A solid blue Pansy with dark blue blotches		.75	2.00 8.00
Lord Beaconsfield. Pure violet		.30	.50 1.65
Madame Perret. Shades of pink and rose		.30	.50 1.65
Peacock. Blue, claret and white		.30	.50 1.65
Prince Henry. Dark blue		.30	.50 1.65
Dark Brown Shades		.30	.60 2.00
Snow Queen. Pure white		.30	.50 1.65
Striped and Mottled		.30	.50 1.65
White with Eye		.30	.50 1.65
Yellow with Eye		.30	.50 1.65

New "Ruffled Orchid Flowered" Pansy

OUR EXCLUSIVE INTRODUCTION
Tr. pkt.....\$1.00 1/8 oz.....\$3.00 1/4 oz.....\$5.00

POPPIES (Continued)

Carnation-Flowered. Double. 3 feet.	Tr. Pkt.	Oz.
Fairy Blush Hybrids. Mixture of light pink shades	\$0.10	\$0.20
Mixture. Covers all shades in this class	.10	.20
Peony-Flowered. Double. 3 feet.		
Shrimp Pink	.10	.30
Mixture	.10	.20

Portulaca

Double Mixture. Very bright free flowering mixture.
Makes fine bedding material

1/4 oz. \$0.60 .25 2.00

Single Mixture .15 .50

NEW PRIMULA MALACOIDES ERIKSSONI (Non-Poisonous)

Exclusively Introduced by American Bulb Co.

A Money Maker for the Florist Grower

Many of our friends have told us that we deserve a lot of credit for having again popularized Primula Malacoides, which years ago was a great favorite of commercial growers. The truth of the matter is that Primula Malacoides Erikssonii has "sold itself" simply because the strain is so much superior to anything offered in the past. We only take credit for having the ability to recognize a superior product which has resulted in a goodly profit to our florist friends.

SPECIAL NOTE:

The True Strain is supplied only in Eriksson's Original Packages; accept no substitute. We consider this a "de luxe" plant novelty and do not believe any grower of pot plants can afford to be without a good supply of the different kinds offered.

PRIMULA "ERIKSSONI" Continued on Next Page



Primula Malacoides "Erikssoni"

PRIMULA ERIKSSONI (Continued)

Eriksson's 1936 Malacoides Introduction

Appleblossom

A true Appleblossom shade, Pink and White. Destined, we believe, to become as popular as his 1935 introduction, namely, Brilliancy. Mr. Eriksson states Appleblossom in blooming size has had a large call from florist buyers and he highly recommends this new kind. Tr. Pkt. (500 seeds) .. \$1.00

After much painstaking effort, Mr. Ernst Eriksson, of Riverside, Ill., has accomplished four new and valuable varieties of **Primula Malacoides Erikssonii**, namely:

Brilliancy. Opens lavender-pink, changing to crimson-red.
Salmon Beauty. True salmon.
Snow King. The pure white the trade has long been waiting for.
Prices: Separate, or the three varieties mixed.
Tr. Pkt. of 500 seeds..... \$1.00

Eriksson's Standard Varieties

Wonder Baby. A most beautiful pink.
Baby Rose. Very deep pink, some almost red.
Baby Doll. A deep pink with frilled flowers.
New Baby. Near lavender-pink; the strongest grower with the largest flowers.
Choice Mixture (of above).
Prices: Tr. Pkt. 800 seeds .. \$1.00 2000 seeds .. \$2.00 1/64 oz... \$5.00
Complete cultural directions, compiled by Mr. Eriksson, furnished free with each order.

PRIMULA

Obconica Grandiflora

Mohnstein's Atrosanguinea. Dark blood red. Choice.
Mueller's Rosea. Pure rose. Choice.
Mixed. Mohnstein's Atrosanguinea and Mueller's Rosea.
Price of each of above:
Tr. Pkt..... \$1.25 1/64 oz..... \$3.25 1/32 oz..... \$5.50
Note: We import direct, from the introducers, 1/32 oz. quantities in sealed glass tubes and so supply customers. Providing order calls for 1/32 oz. of individual varieties. Otherwise smaller quantities are furnished in our sealed paper packets.



Primula Obconica, M and M Type (Note Size of Flowers)

PRIMULA OBCONICA (Continued)

Better Days.	A valuable new color. Deep carmine red. The darkest and one of the most valuable Obconica yet introduced. Very large flowering and the compact, well branched growth is very symmetrical and the mass of flower heads show evenly above the dark green foliage on strong stems.	Tr. Pkt....	\$1.25	1/64 oz....	\$3.25
Fasbender.	Rich deep red. Tr. Pkt....	\$1.00	1/64 oz....	\$1.75	
Coerulea.	Clear light blue. Tr. Pkt....			50c	
Lachrosa.	Salmon-rose. Tr. Pkt....	\$1.00	1/64 oz....	\$2.00	
Grandiflora Alba.	White. Tr. Pkt....	50c	1/64 oz....	\$1.50	
Salmon Queen.	Tr. Pkt.....	\$1.00	1/64 oz.....	\$2.00	

VARIOUS PRIMULAS

PRIMULA, CHINESE GIANT

A Startling New Chinese, "Dazzler." From Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (*Primula Sinensis Fimbriata*) which the firm has named Dazzler in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light. Tr. Pkt..... \$1.00
Chinesis, Prize Mixed. Tr. Pkt..... 50c 1/32 oz..... \$2.00

SINENSIS STELLATA

Indispensable for general decorative work. The plants are very floriferous and bloom for a long period. A good keeper and the flowers remain fresh in water for a long period.

Giant Blue Star. **Giant Salmon Pink Star.** **Giant White Star.**
Each Tr. Pkt. (250 seeds)..... 50c

KEWENSIS

Various Sorts. (Verbena scented yellow primrose.) Of strong growth; long spikes of yellow flowers. For greenhouse culture.
Tr. Pkt. 50c

FORBESI

Baby Primrose. Rosy lilac. Free blooming.
Tr. Pkt..... 50c 1/16 oz..... \$1.00
Ruby. Tr. Pkt..... 65c

Rhodanthe (Everlasting)

	Double Pink, White or Mixed. Tr. Pkt.	15c	Oz	40c
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Ricinus (Castor Beans)

	Tr. Pkt.	Oz	Lb
Borboniensis Arboreus. 10 to 15 feet.		\$0.15	\$1.40
Cambodgensis. Very dark. 4 feet....		.15	1.80
Crimson Spire. 6 feet.....	\$0.15	.40	
Gibsoni. Dark red leaves, metallic lustre.	.10	.20	2.00
Sanguineus. Red leaves. 7 feet....	.15	.20	1.20
Zanzibariensis Mixed.15	.40	

FOR "HARDY PRIMROSES" SEE PERENNIAL PAGES IN THIS BOOK

Saintpaulia Ionantha Grandiflora

The Usambara or "Aethiopian" Violet. Deep blue, dark foliage, Provides an excellent pot plant. Tr. Pkt..... \$1.00

Salpiglossis

Some very attractive colors for summer cutting and spring flowering under glass. Especially valuable for retail growers.

Brown and Gold, Rose and Gold, Scarlet and Gold, Violet and Gold, White and Gold and Yellow and Gold.

Rose and Lavender Shades Mixed.

Each. Tr. Pkt..... 20c 1/4 oz..... 30c Oz..... 85c

Emperor. Extra choice large flowering mixture of above colors.

Tr. Pkt..... 20c 1/4 oz..... 30c Oz..... 85c

Salvia

We fully realize the importance of Salbias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from specimen plants and such as show a high germination. (Not to be compared with European grown seed of doubtful germination.)

Salvia (Red Shades)

	Tr. Pkt.	Oz.
America (Globe of Fire).....	\$0.50	\$2.50
Bonfire (Clara Bedman).....	.40	2.00
Firebrand. Extra early. Very dwarf; scarlet.....	.50	2.75
(3 Tr. Pkts., \$1.25)		
Fireball Dwarf.....	.50	2.50
Harbinger. A new early flowering dwarf variety that we consider the most desirable of all Scarlet Salvias.(3 Tr. Pkts., \$1.25)	.50	2.75
Maroon Prince. Rich Velvet Maroon. 1/4 oz. 85c.....	.35	3.25
Splendens. Tall growing.....	.35	1.50
Zurich. Dwarf, early.....	.50	2.50

Salvia (Blue Shades)

Farinacea. Light blue. Makes a fine line.....	.25	1.50
'Blue Bedder. Compact, deep blue.....	.25	2.00

Sanvitalia

Procumbens Fl. Pl. Bright yellow double flowers; useful in vases, etc. Tr. Pkt..... 35c Oz..... \$1.40

Saponaria

Vaccaria. A free-blooming annual with beautiful pink feathery flowers. Tr. Pkt..... 10c Oz..... 15c Lb..... \$1.40

Used in same manner as Baby's Breath.

Vaccaria. White flowered. Tr. Pkt.... 10c Oz.... 15c Lb.... \$1.40

Multiflora. Scarlet Queen. 10 inches high with bright scarlet flowers. Excellent for bedding. Tr. Pkt..... 15c Oz..... 60c

Scabiosa

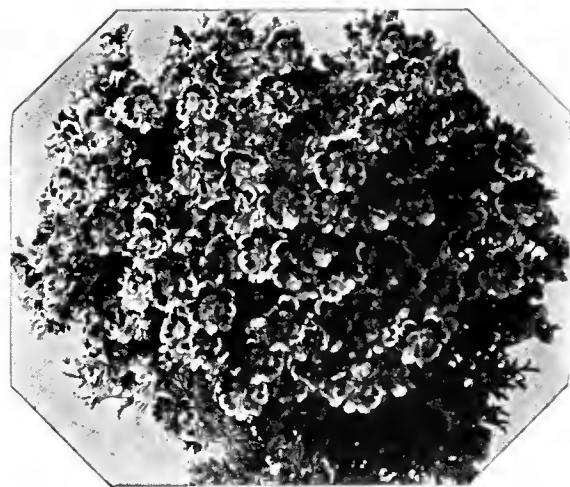
Choice long-stemmed annuals for summer cutting or spring forcing.

	Tr. Pkt.	Oz.
Blue Cocade. Deeper than Azure Fairy.....	\$0.15	\$0.50
Loveliness. Very good deep cream-pink.....	.15	.60
Peach Blossom. Light cream-pink.....	.15	.50
Cherry Red15	.50
Shasta. White15	.50
Ageratum Blue (New). Rich deep blue.....	.15	.50
Azure Fairy. Azure blue.....	.15	.50
King of the Blacks. Deep rich maroon.....	.15	.50
Mixture10	.40
Tom Thumb Mixed. Dwarf compact. 6 to 8 inch. Excellent for rock gardens and edgings.....	.25	.75

Schizanthus "Butterfly Flower" 1 1/2 feet

Amber, Carmine, Mauve, Pink, Purple, and Rose.

	Tr. Pkt.	1/8 oz.	1/4 oz.
Each of above six varieties.....	\$0.35	\$1.00	\$1.50
Rose and Amber Shades Mixed.....	.35	.60	1.00
Garaway's Hybrids50	1.00	1.50
A. B. C. Giant Flowering Hybrids. An extra select large flowered compact hothouse strain containing a perfect blend of many colors.....	.50	1.00	1.50
Pansy Flowered Mixed. Large pansy flowered in a wide range of rich self colors....	.50



Schizanthus "Ball's Dwarf"
For Pot Plants This Is the Strain To Use

SCHIZANTHUS (Butterfly Flower) Continued

Ball's Dwarf (New). Does not get over 12 to 14 in. high and produces a dense head of flowers in an attractive mixture of colors. Compact growing and flowering habit. This new strain is perfection for use as a 4 in. pot plant. Tr. Pkt..... 50c 1/8 oz..... \$1.00

New Schizanthus, Sutton's Pansy-Flowered (Danbury Park Strain)

The following is Sutton's (England) description: "This new type of Schizanthus, which we had the pleasure of introducing in 1932, has become very popular. The large smooth-edged Pansy-flowered blooms are remarkably substantial, while the rich self-colors in all shades of pink, crimson, mauve, and purple as well as white, are extremely bright and attractive. The plants included in our Exhibit at the Chelsea Show in May last were very much admired; for this display we were awarded the Sherwood Cup for the Most Meritorious Exhibit in the Show, and the Royal Horticultural Society's Gold Medal."

Price \$1.00

Sensitive Plant (Mimosa)

Pudica. Flowers pinkish white. Tr. Pkt..... 15c Oz..... 50c

Shamrock

True Irish. Tr. Pkt..... 15c Oz..... 50c 1/4 lb..... \$1.50

Shasta Daisy (See Perennials)

Smilax (Myrsiphyllum Asparagoides)

A well known greenhouse climber. Valuable for floral decorations. Tr. Pkt..... 15c Oz..... 50c 1/4 lb..... \$1.50 Lb..... \$5.00

Snapdragon (See Antirrhinum)

Solanum

Christmas Pepper (*Capsicum Nanum*). An attractive dwarf strain producing medium size berries ranging in color from purple to brilliant red. When field grown under our conditions the berries are fully colored by Nov. 1.

Tr. Pkt..... 25c 1/4 oz..... 60c Oz..... \$2.00

Bird's Eye Pepper. Small bright red berries.

Tr. Pkt..... 25c 1/4 oz..... 50c Oz..... \$1.75

"Royal Crown" New. A very much improved type of Christmas Cherry (See novelty pages for illustration and complete description).

Tr. Pkt. (100 seeds)..... \$1.00

Christmas Cherry

Hlavacek's Masterpiece. Cleveland Cherry. More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion.

Tr. Pkt..... 35c Oz..... \$2.00

Statice on Page 41

"WILT-RESISTANT" ASTERS ARE RECOMMENDED IN PREFERENCE TO OTHER STRAINS

AMERICAN BULB "SUPREME" QUALITY PETUNIA SEED

Offering for 1937 Production

American, European and Oriental Novelties



PETUNIA, "IMPROVED BLUE STAR"

A new A. B. C. introduction developed for us by Ernst Eriksson. Seeds greenhouse-grown. A valuable and ad-

mired novelty. The best of its kind. Tr. Pkt...
1/64 oz....\$3.50 1/32 oz....\$6.50 1/16 oz.

\$1.00
\$12.00



EVOLUTION OF THE PETUNIA — Reading from left to right: Petunia Hybrida, Petunia Grandiflora, Petunia Grandiflora Fringed, Petunia Eriksson's Strain, Petunia A. B. C. All-Double "DeLuxe" Mixed.

Cultural Hints for "Fancy" Types of Petunias Supplied Free with Each Order for Petunia Seed
A. B. C. PETUNIAS IN THE NEWER STRAINS ARE ILLUSTRATED IN THIS SPECIAL COLOR SECTION

A. B. C. OFFERS THE NEWEST "STYLES" IN PETUNIAS



New Double Flowering Fringed Petunia, "World Beauty," Original Strain
(Named and Introduced by the American Bulb Company)

The Significance of "What's New" "World Beauty"—The "Queen" of All Petunias

Increased Sales—More Profit

For the American public at large, the phrase, "What's new?" is rapidly becoming one of the most popular forms of greeting. To the florist, however, this expression has far greater significance, for he often interprets it in terms of dollars and cents. Accordingly, the florist who answers the question, "What's new?" with saleable merchandise soon discovers more customers, increased sales, and greater profits.

As a means to this end we recommend to growers liberal plantings of the newer strains of Petunias, particularly "World Beauty" (Original Strain) introduced and named by A. B. C., All Double "De Luxe" Mixed, A. B. C. (Eriksson's Strain), "Private Stock" Mixed, "Bountiful Portland Varieties," "A. B. C. Celestial" (Originator's German Strain), as well as the other new kinds illustrated and described in this list. "World Beauty" has especially proved to be a wonderful money-maker for the trade, and we believe florists will find it worth while to culture same in a large way.

Illustrated Above

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. World Beauty has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

For Mother's Day

"World Beauty" has proved to be an ideal pot plant and a worth-while profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias.

Price of "World Beauty" Seed, Original Strain:
500 seeds....\$1.25 1,000 seeds....\$2.00 3,000 seeds....\$5.00

"WORLD BEAUTY IS A WINNER"

An Unsolicited Testimonial

American Bulb Co.,
Chicago, Ill.

Niles, Ill.

Dear Sirs: Your World Beauty Petunia is a winner! As a pot plant it "sold itself" the past spring and when short of Carnations I used some for funeral work. After placing stems in the water a

few hours the blooms remained firm for a long period.

Thanks for recommending this to me. Let me know when you have some more good new kinds of flower seed items. Yours very truly,
(Signed) KABOT GREENHOUSES.

A. B. C. HEADQUARTERS FOR PETUNIAS IN THE BETTER VARIETIES

A. B. C. "PRIVATE STOCK"

PETUNIAS

(ERIKSSON STRAIN)

Single Large Flowering Dwarf Fringed and Ruffled Mixed

A very much improved strain of "hand pollinated" large flowering dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Ill. (originator of "Primula Malacoides Erikssonii"), and which, we believe, is the choicest mixture of Dwarf Large-Flowering Mixed Petunias obtainable. Exceptional for pot plants, porch and window boxes, bedding, etc.

Tr. Pkt. (1,000 seeds)	\$ 1.25
1/32 oz.	4.00
1/16 oz.	8.00
1/8 oz.	15.00
1/4 oz.	28.00

Unsolicited Testimonials

June 16, 1936,
Parkersburg, W. Va.

The Petunia A. B. C. "Private Stock" Mixed (Eriksson's Strain), is sure a fine Petunia.

(Signed) G. OBERMEYER.

Dec. 9, 1935,
Averill Park, N. Y.

Your A. B. C. "Private Stock" Mixed Petunias (Eriksson's Strain), were the most beautiful I ever saw. Customers more than pleased. (Signed) ELMER H. SAGENDORF.



Petunia—"Rose King Improved"

A Very Worth While Bright Rose Pink Large Flowered Petunia
Particularly For Bedding

PETUNIAS "ROSE KING IMPROVED"

(Illustrated Opposite)

One is immediately struck with the clearness of the bright rose-pink color and the uniformity of the shade. The flowers are large, usually 3 inches in diameter, and have a lovely golden throat. The plants grow to a height of about 14 inches, but commence blooming when only a few inches tall. The plants have a nice erect branching habit and are very free flowering. Petunia, Rose King Improved, makes an excellent cut flower as well as an ideal bedding Petunia of the Giant Hybrida type. Tr. Pkt....25c 1 1/16 oz....75c
1/4 oz.....\$1.25 Per oz.....\$4.00

AMERICAN BULB COMPANY IS HEADQUARTERS

for *Petunias in the "Better Varieties"*

PETUNIAS—DIENER'S ORIGINAL STRAINS

The following varieties are grown by the originator and are supplied in his original packets. In addition we can also supply all varieties listed by Diener at his catalog prices.

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
Ruffled Monsters Mixed No. 8.....	\$0.50	1.75	\$3.50	\$6.50	\$12.00
Pink Glory No. 14. Pure flame rose-pink.....	.25	2.00	4.00	8.00
Giant Pink Glory No. 19. An improvement on Pink Glory.....	.50	1.75	3.50	6.50	12.00
Copper Red No. 41. A coppery red shade.....	.50	1.75	3.50	6.50	12.00
Double Ruffled Monsters Mixed No. 38.....	1.00	2.50	5.00	10.00
Double Frilled Mixed No. 42.....	1.00	2.50	5.00	10.00
Mauve, Heavily Veined with Royal Purple No. 20.....	.50	1.75	3.50	6.50	12.00
Diener's Blue, Semi-Dwarf No. 11.....	.25	2.00	4.00	8.00
Salmon Color, Frilled No. 27.....	.25	2.00	4.00	8.00
White Beauty, Heavily Fringed No. 16.....	.25	2.00	4.00	8.00
Pearl of Kentfield No. 9. Flesh-pink frilled, with golden yellow center, dwarf growing.....	.25
Purple and White No. 15.....	.50	1.75	3.50	6.50	12.00
Red, Dark Veined with Coal Black Center, Ruffled Monster No. 5.....	.50	1.75	3.50	6.50	12.00

DIENER'S PETUNIAS (Continued)

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
Pink, Ruffled Monster No. 1. Strong veined center. Flowers 6 to 8 inches in diameter.....	\$0.50	\$1.75 \$3.50 \$6.50 \$12.00
Flesh-Pink, Ruffled Monster No. 2. Heavy veined center. Flowers 5 to 6 inches in diameter.....50	1.75 3.50 6.50 12.00
Jumbo Mixture of Ruffled Monster Petunias No. 47.....	1.00
Rose Color. An improved Rosy Morn No. 22.....25	2.00 4.00 8.00

Note.—All of the above named varieties are single flowered unless noted otherwise.

LARGE SINGLE PETUNIAS

(Petunia Hybrida Grandiflora)

Ruffled and plain-edged varieties. Excellent for growing in beds or pots. The large blooms are produced very freely.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Balcony Queen. Irregularly blotched purple and white.....	\$0.50
"Blue Star" (Eriksson's). Illustrated on front cover.....	(1/16 oz., \$12.00)	1.00	3.50 6.50
"Elk's Pride Improved." (See listing on next page under title of "Bountiful Strain" Portland Petunias).....	(6 Tr. Pkts., \$4.50; 3 Tr. Pkts., \$2.50)	1.00
Giant Steel Blue. Light blue, dark veins.....50 1.25
Kermesina. Extra large clear rose.....75 1.25 2.00
Dwarf Pink Glory. Of perfect dwarf habit. Deep rose. About 40 per cent true.....75 1.40 2.50
Purple Prince.....50 2.50
Queen of the Market. Dark carmine.....50 1.25 2.00
Violacea. Violet and blue.....75 1.50
White Cloud. Dwarf Bedding. Clear white.....50 1.00 1.75
Silver Seam. Dark blue with edge of petals clearly seamed white.....	(500 seeds, 75c)
Dwarf Striped Glory. White ground, striped crimson. A new and fancy color.....75
Dwarf White Glory. The flowers are of the purest white and the uniformity of the dwarf compact growth is marvelous.....75

HYBRIDA OR BEDDING PETUNIAS (Continued)

Tr. Pkt. 1/4 oz. 1 oz.

Blue Bedder (Sutton's). Deep blue with some violet.....	\$0.40	\$1.25	\$4.00
Blue Bird. Deep velvety purple-blue.....75	2.50
Blue Perfection. Medium deep blue.....75	2.50
Cockatoo. Violet irregularly marked white.....
Heavenly Blue. Light or silvery blue. Extra select stock.....	(1/8 oz., 75c)	.35	1.25
Little Blue Star. Clear blue with white star.....	(1/16 oz., \$1.75; 1/8 oz., \$3.00)	.50

(Continued on next page)



New Petunia "Mars"

Extra Dwarf Single Fringed
Tr. Pkt. \$1.00 1/32 oz. \$3.50

PETUNIAS—BALCONY TYPE

Of heavy free growth and as profuse flowering as the Hybrids but with larger flowers. Though not of compact habit, the Balconies are showy for bedding as well as window boxes.

Alba, Blue, Crimson, Rose, Royal Purple, and Mixed.

Tr. Pkt.25c 1/8 oz. 65c 1 oz. \$3.50

Black Prince (New). Rich velvety crimson-red. A valuable new addition to Balcony Petunias. Tr. Pkt.35c 1/16 oz. 60c.

SPREADING TYPE (Hybrida Small Flowered)

	Tr. Pkt.	1/4 oz.	1 oz.
Alba. Free flowering white.....	\$0.15	\$0.25	\$0.75
Blue Bee. Violet-blue.....	.25	.40	1.50
Carmen Sylva. Violet, white throat.....	.20	.40	1.25
Countess of Ellsmere. Rose, white throat.....	.15	.25	.75
General Dodds. Velvety blood-red.....	.25	.40	1.50
Inimitable. Deep carmine, striped white.....	.25	.40	1.50
Lord Courtenay. Golden rose.....	.20	.35	1.25
Violet Gem. Deep violet.....	.25	.40	1.50
Special Mixed.....	.25	.50	1.50

"BOUNTIFUL STRAIN" PORTLAND PETUNIAS

Single, Large Flowered

(Fringed and Ruffled)

Originator Strains, Seed from Hand Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinative power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of revertants to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.

Elk's Pride, Improved. Royal purple.

Lilac Beauty. Soft lilac.

Pride of Portland. Deep rose.

Ruffled Heliotrope. Soft heliotrope.

Scarlet Beauty. Bright scarlet.

White Beauty.

Mixed Colors.

Price, each of above:
Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.50 6 Tr. Pkts. \$4.50

Early Sowing Advisable.

"BOUNTIFUL STRAIN" PORTLAND PETUNIA "ELK'S PRIDE" THE BEST PURPLE



New Petunia "Angelo"

Extra Dwarf Single Fringed, a Most Pleasing Shade of Velvet-Violet-Blue
Tr. Pkt. \$1.00 1/32 oz. \$3.50

Tr. Pkt. 1/4 oz. 1 oz.

Celestial Rose, Improved (Originator's German Strain). This is a big improvement over that old favorite, Rose of Heaven. Beautiful, rich, satiny, deep rose and unusually free blooming. This originator's strain comes practically 100 per cent true. Our customers have been highly pleased with this Originator's German Strain.

Tr. Pkt.50c 1/4 oz. \$2.75 1 oz. \$10.00

Tr. Pkt. 1/4 oz. 1 oz.

Celestial Rose. American grown seed. A good average strain of this desirable variety.

.... (1/8 oz., 75c) \$0.35 \$1.25 \$4.00

Chicago Blue. A beautiful, rich-colored blue which withstands bad weather admirably. Highly recommended.

.60

Flaming Velvet (New). Flaming velvet-red. Color similar to the new Black Prince (which see under Balcony type). Gold medal winner in All-America Trials.

.... (1/16 oz., \$2.00) .40

Adonis. Purple-rose, white throat, small free flowering.

.25 .40 1.35

Adora. Rosy carmine with pure white star.

.... (1/8 oz., \$3.00) .50 5.00

Alderman. Clear deep violet-blue.

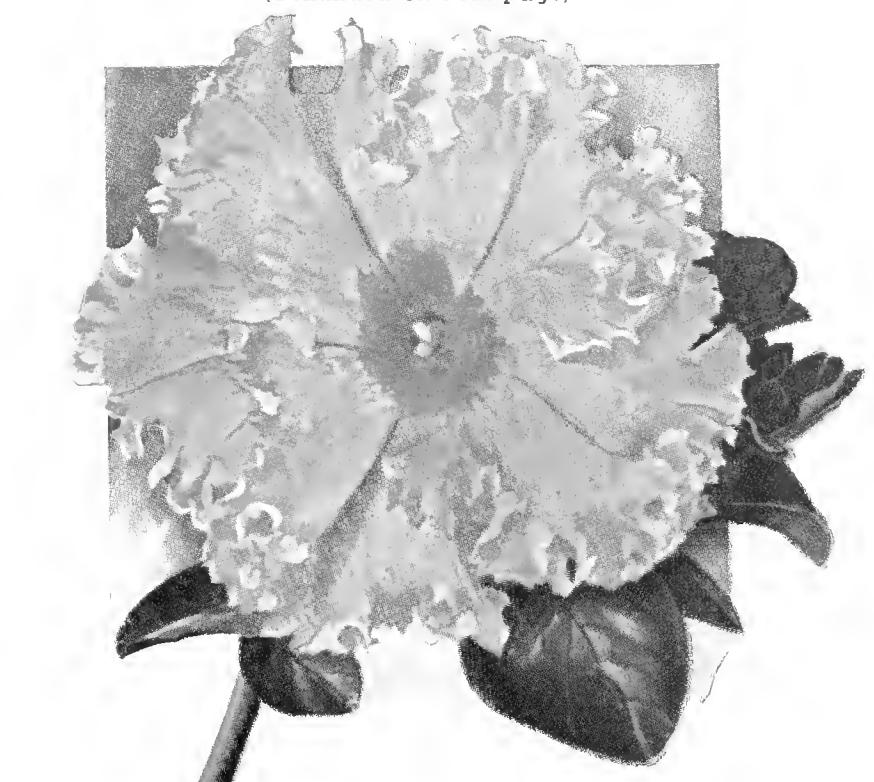
.35 .60

Admiral. Clear wavy edged blue, compact habit.

.75

....

(Continued in next column)



Petunia "Dainty Lady"

Tr. Pkt. \$1.00

PETUNIA "CELESTIAL" (GERMAN STRAIN) IS IN A CLASS BY ITSELF FOR BEDDING

A. B. C. PETUNIAS ARE PRODUCED BY FAMOUS AMERICAN AND FOREIGN GROWERS



Petunia, Hybrida Nana "New Rosy Morn" Improved

A Valuable Addition to This Dwarf Family

Tr. Pkt. 35c 1/8 oz. \$1.50 1/4 oz. \$2.75 1 oz. \$10.00

HYBRIDA OR BEDDING PETUNIAS (Continued)

Tr. Pkt. 1/4 oz. Oz.

Mikado.	Boldly striped with clear carmine-rose on snow-white ground.	\$0.50	\$1.00	\$3.50
Norma.	Violet-blue, white star. Choice dwarf variety.	.25	.50	1.50
Rose of Heaven.	Well known rose-pink.	.30	.50	1.75
Rosy Morn.	Fairly deep rose with white throat.	.35	.75	2.50
Senator.	Violet, white throat	.35	.75	2.75
Silver Blue.	Re-selected (outstanding)	.50	1.50	5.00
Snowball.	A fine true white for bedding.	.25	.40	1.50
Violacea.	Deep rich shade, dwarf growth.	.25	.50	1.75
Special Mixed		.25	.50	1.75

New Petunia, Ruffled Nana Compacta, "Martha Washington"

A new break in Petunias. Martha Washington is a ruffled or frilled nana compacta. Its growth is about 9 inches high and it forms a perfect ball effect, literally smothered with lovely frilled blooms about 3 inches in diameter. Its neat, compact habit has never before been seen in Petunias.

The color is quite remarkable. The frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine-red deepening in the throat, which is large, to dark violet; the whole forming a striking contrast of colors. Award of Merit All America Selections 1935. Highly Commended R. H. S. 1935. Tr. Pkt. 25c

Petunias, Various Types

The two "Gem" Petunias a miniature small-flowered class of ideal rounded, compact, very free-flowering habit. 8 to 10 inches in height.

Rose Gem (New). Clear deep rose.

Tr. Pkt. 35c 1/64 oz. \$1.25

Pink Gem. Compact, rose-pink flowers.

Tr. Pkt. 25c 1/8 oz. 60c 1/4 oz. \$1.00

Howard's Star. Purple with white star. Our Strain of this comes quite true.

Tr. Pkt. 35c 1/4 oz. \$1.00

Parviflora. Creeping habit with diminutive pink flowers, valuable as a cover and excellent for rock gardens. Tr. Pkt. 25c

Petunias—All Double

"**Madonna**" or "**Snowball**." 4 in. Height 10 in. We believe this to be the best Double White-Fringed Petunia. 1/2 Tr. Pkt. 75c

Tr. Pkt. \$1.50 3 Tr. Pkts. \$4.00

"**Purple Robe**." 4 in. Height 10 in. Dark velvety purple, beautiful. 1/2 Tr. Pkt. 75c

Tr. Pkt. \$1.50 3 Tr. Pkts. \$4.00

Veined Beauty. White with blue vein, 4 in. Height 12 in. In our trial grounds we found this strain to be exceptionally beautiful, flowers very large and practically 100 per cent true to color. Highly recommended. 1/2 Tr. Pkt. 75c

Tr. Pkt. \$1.50 3 Tr. Pkts. \$4.00

Shepherd's Pride. Attractive shade of salmon or shrimp-pink. Produces about 60% of large double flowers, the balance beautiful single blooms. 1/2 Tr. Pkt. 75c

Tr. Pkt. \$1.50 3 Tr. Pkts. \$4.00

Small Flowered Double Petunia "Double Rosy Morn" Dwarf

This beautiful small-flowered Double Pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn and all available.

Tr. Pkt. \$1.00
1/64 oz. \$1.75 1/32 oz. \$3.00

Petunias—California Giants in Separate Colors

Tr. 1/64 1/32
Pkt. oz. oz.

Black Prince (Ruffled). Dark crimson, black throat. \$0.50 \$1.50 \$2.75

Camilla. Pink, red veined, dark throat. 1.00

Copper Red Dark. Rich coppery crimson. 75 1.25 2.25

Copper Red Light. Rich old rose. 75 1.25 2.25

Floretta. Steel blue, veined black, dwarf. 1.00

German Empress. Bluish white. 50 1.50 2.75

Harlequin. Coppery scarlet. 75 1.75 3.00

King Alphonso. Rich crimson-rose. 50 1.50 . . .

Prince of Wuerttemberg. Dark crimson. 50 1.50 2.75

Princess of Wuerttemberg. Rose-pink. 50 1.25 2.25

Rheingold. Large white. 50 1.50 . . .

Robin Hood. Deep rose. 1.00 1.75 . . .

"NEW CROP" OF HIGH GERMINATION SPELLS SUCCESS WITH A. B. C. PETUNIA SEED

A. B. C. PETUNIAS FOR REAL PROFIT FOR THE GROWER



Petunia A. B. C. "Private Stock" Single Dwarf Fringed and Ruffled Mixed (Eriksson's Strain)

Exceptionally Choice for Pot Plants, Window Boxes and Bedding. Illustration Above Shows But a Few of the Multitudinous Colors Obtaining in This Exclusive Strain. See above for Actual Size of Flower. From a Photograph. A. B. C. "Private Stock" Mixture Has No Competitor In Its Respective Class. Exclusively Supplied by American Bulb Co. Tr. Pkt(1000 seeds)....\$1.25 1/32 oz....\$4.00 1/16 oz....\$8.00 1/8 oz....\$15.00 1/4 oz....\$28.00

Petunias—California Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-inch or 4-inch pots. Very choice for bedding under favorable conditions.

A. B. C. Dwarf Giants. A selected dwarf giant strain. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$3.00

Dwarf Giants, Ramona Strain. A most desirable strain of Giant Petunias. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$3.00 1/16 oz.....\$5.00

Giants of California, Medium Dwarf. Somewhat taller and stronger than the above. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$3.00 1/16 oz.....\$5.00

Giants of California, Medium Dwarf. Same as above except that it is a fairly light color mixture. Tr. Pkt...\$1.00 1/64 oz...\$1.75 1/32 oz.....\$3.00 1/16 oz.....\$5.00

Giants of California, Regular or Tall. Tr. Pkt.....50c 1/64 oz.....\$1.25 1/32 oz.....\$2.00 1/16 oz.....\$3.50

Large Flowering Fringed Petunias

(*Petunia Hybrida Grandiflora Fimbriata*) While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. The varieties we offer are the finest in color and form.

Large Flowering Fringed Petunias (Continued)

Apple Blossom. Shell-pink. Finely fringed. Tr. Pkt.....75c 1/64 oz.....\$1.50

Aurora. Light rose, veined purple. Tr. Pkt.....75c 1/64 oz.....\$1.50

Brilliant Rose. Bright rose. Tr. Pkt.....75c 1/64 oz.....\$1.50

Columbia (New). Pleasingly attractive pink and white. Upright habit, for border work. Tr. Pkt.50c

Dainty Lady (New). Beautiful light yellow. Tr. Pkts. only\$1.00

Dwarf Fringed Lilac. Extra large, heavy blue veins on light ground. Tr. Pkt....75c

Fascination. Bright carmine rose. Tr. Pkt...50c 1/16 oz...\$1.00 1/8 oz...\$1.75

Gaiety (New). Dwarf growth with daintily fringed pink and white flowers. Tr. Pkt...75c

Gottfried Michaelis. Amaranth-red. Tr. Pkt.50c

Lace Veil (New). Fringed dwarf. White. Tr. Pkt.....75c 1/64 oz.....\$2.00

Maculata. Attractive rose and white. Tr. Pkt.....75c 1/64 oz.....\$1.50

Pepita. Carmine and white. Dwarf. Tr. Pkt.....75c 1/64 oz.....\$1.50

Pink Triumph. Fringed rose-pink. Tr. Pkt...50c 1/64 oz...75c 1/32 oz...\$1.25

Pride of Portland. Rose pink. Tr. Pkt...50c 1/64 oz...75c 1/32 oz....\$1.25

Romany Lass. Crimson. Tr. Pkt.....50c 1/64 oz....\$1.25

Large Flowering Fringed Petunias (Continued)

Fringed Royal Purple (Marine). Rich deep Purple. Comes fairly true to type. Tr. Pkt...75c 1/64 oz...\$1.50 1/32 oz...\$2.75

Setting Sun. Brilliant rose, compact growth. Valuable for pot plants. Tr. Pkt.....50c 1/64 oz.....\$1.50 1/32 oz....\$2.50

The Art. Boldly striped and blotched with brilliant carmine-rose and purest white. Tr. Pkt.\$1.00

Theodosia. Rose-pink with gold throat. Tr. Pkt...50c 1/64 oz...\$1.00 1/32 oz...\$1.75

White Beauty. Fringed. Clear white. Tr. Pkt...50c 1/64 oz...75c 1/32 oz...\$1.25

Youth. In colors this is a stripe of velvet violet-blue and purest white. Tr. Pkt...\$1.00

Petunias—Large Flowering Single Fringed Mixtures

A. B. C. Single Fringed. This is an extra free flowering, medium size fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats. Tr. Pkt.....50c 1/16 oz....\$1.50 1/8 oz....\$2.50 1/4 oz....\$4.50

A. B. C. Grandiflora Fringed Mixed. A mixture of named Grandifloras, all of excellent colors, medium till growth. Tr. Pkt...50c 1/2 oz...\$1.50 1/16 oz...\$2.50 1/8 oz...\$4.00

Fluffy Ruffles. We supply the annual stock of this finely fringed mixture. Tr. Pkt.....50c 1/32 oz....\$1.25

HEADQUARTERS FOR PETUNIAS IN THE "BETTER VARIETIES"



New
Petunia

A. B. C. Improved
"Snowstorm"

New Pure White Dwarf Petunia A. B. C. Improved "Snowstorm"

(An A. B. C. Introduction)

12 inches high. Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.

Tr. Pkt. (1000 seeds)	\$1.25
5000 seeds	5.00

UNSOLICITED TESTIMONIAL

American Bulb Company,
1335-1341 W. Randolph,
Chicago, Ill.

Mercedes, Texas,
May 9, 1936.

Dear Sirs: Among my trials of about 15 varieties of flowers from seeds furnished by you this season, several of which have been more than satisfactory, I wish to advise that the A. B. C. "De Luxe" Double Mixed Petunias which were planted October 14th, began blooming early in February, and the bed is still a riot of color. They came 100 per cent double—about 80 per cent being super-double and frilled, with a splendid range of colors and color combinations, the remaining 20 per cent being fully doubled. I have won 2 first prizes at flower shows with exhibits from this planting. For the amateur gardener, it's the best Petunia I have ever seen. Yours truly,

(Signed) FRED JOHNSTON.

All-Double "De Luxe" Petunias

Giant Fringed Dwarf Mixed

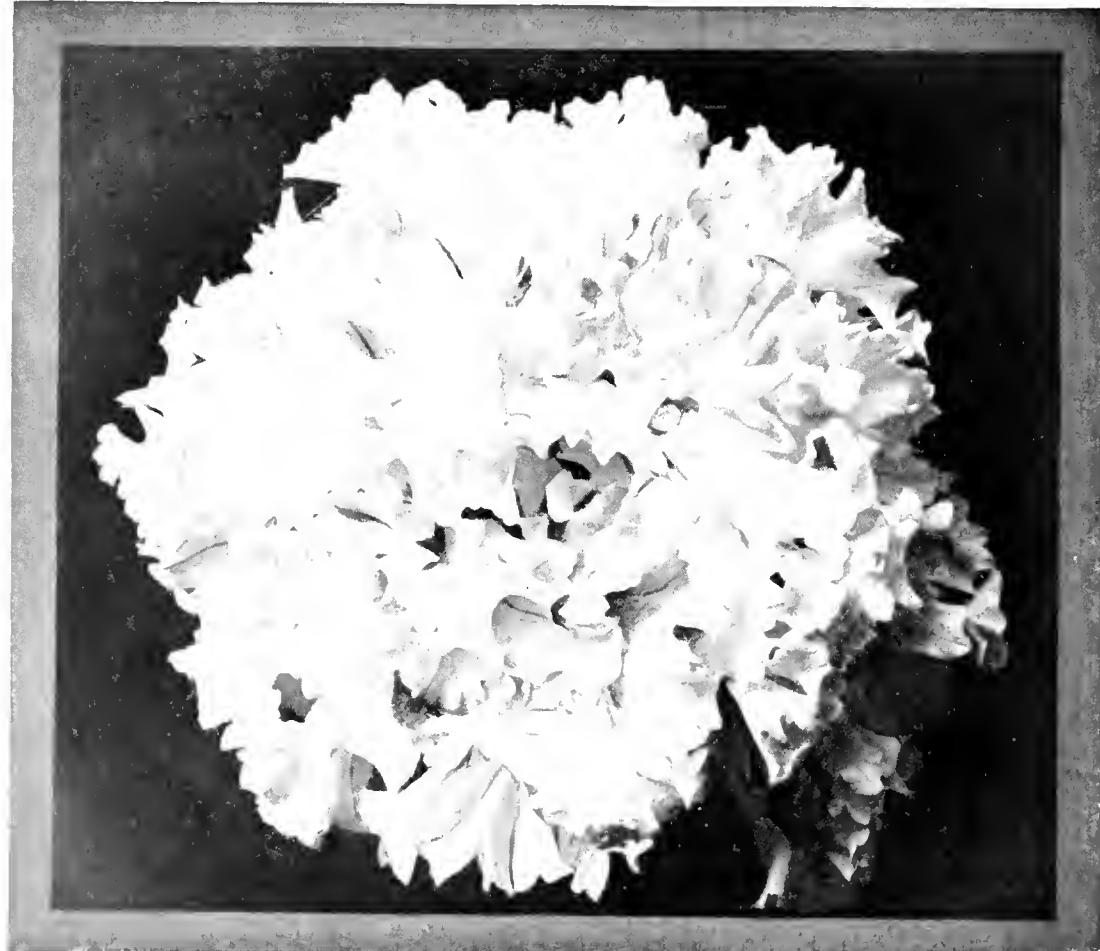
Same type as "World Beauty" illustrated on page one, but in choicest mixture. This notable strain produces 100 per cent Double Flowering Petunias mostly of the Giant Fringed Type; the percentage of somewhat smaller flowering Doubles does not, as a rule, exceed 25 per cent; the remainder will be all large flowering fringed Doubles. The flowers are very large, often measuring 5 inches across, exquisitely ruffled and fringed, and contain a good range of brilliant colors. In addition to their desirability for pot plants and bedding they likewise provide valuable summer cut flowers for the retail grower.

1/2 Tr. Pkt. (500 seeds)	\$ 1.00
Tr. Pkt. (1000 seeds)	2.00
1/2 Tr. Pkts.	5.00
1/64 oz.	6.00
1/32 oz.	11.00

Petunia "All-Double" Carnation-Flowered Mixed

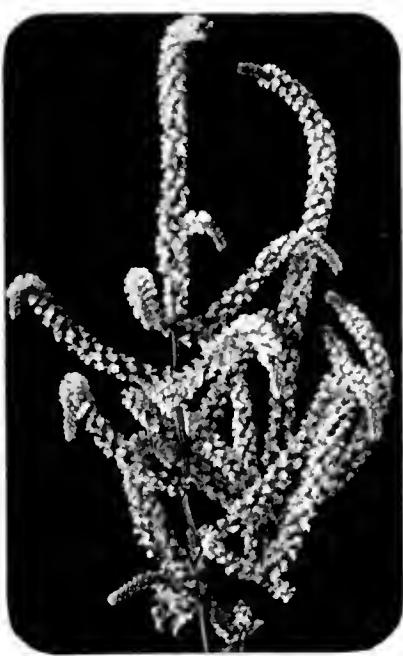
Another 100 per cent double flowering Petunia of extra ordinary merit. Individual flowers are not so large as the maximum type offered on site. However, this mixture is a real dwarf and branched. Height 18 inches. Blooms freely, long blooming.

1/2 Tr. Pkt.	\$1.50
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Type of Petunia A. B. C. "De Luxe" Dwarf Large-Flowering Double Mixture
Exceptional for Pot Plants and Bedding

"World Beauty" and "De Luxe" Double Mixed Petunias Have Provided "Real Profit" for those Growers who have Cultured Freely of Them



Statice Suworowii

FLORISTS' STOCKS A. B. C. "SPECIAL FLORISTS' STRAINS"

"The World's Best Double"

*Indicates Most Popular Colors and Shades

Ball Non-Branching or Column Stocks

These produce one enormous spike with large flowers about 2½ feet high and can be planted close together in the bench.

Note: Our strain of this important florists' stock is true to type and quality unsurpassed.

***Lilac Lavender.** A very attractive, clear, bright lavender. Generally finds the largest demand above any color in this class.

***White.** Sometimes slightly tinged blush. However, for all general purposes it can be used for pure white.

American Beauty (New). A most desirable deep rose color.

Ruby. Rich crimson red.

Chamois Pink. Apricot or chamois pink. A desirable cut flower.

Old Rose.

Malmaison Pink (New). Light enchantress carnation pink. Covers the demand for pink color in this family.

Price (each of above)—
½ Tr. Pkt.....60c Tr. Pkt.....\$1.00
¼ oz.....\$2.25 Oz.....\$8.00

Improved Bismarck Stocks

(Early Giant Imperial)

An especially meritorious class. These stocks are giant, growing from 24 to 30 inches tall, of branching habit, producing innumerable large spikes 12 to 16 in. long, coming into bloom in about twelve weeks after seedlings are planted. A high percentage of doubles can be depended upon from this strain.

***Rose.** Fine standard color.

Flesh. Delicate shade of pink.

***Lavender.** Fine standard color.

***Chamois.** Ivory, tinted old rose. Choice market color.

Golden Ball. Clear ivory yellow.

***White.** Early clear white.

Apple Blossom. Blush.

STATICE (Continued from page 32)

Statice Sinuata Lavender Queen (New)

The flowers are a beautiful clear bright lavender, quite distinct from any of the other colors, and will doubtless rival them all in their usefulness for winter bouquets and the other uses for which the species is so generally employed. Tr. Pkt.....35c

Statice Sinuata Market Grower's Blue

Blue Statices are of interest to every market grower of flowers, and it was their importance to the cutflower trade that led us to pay particular attention to the selection of an ideal blue variety. Tr. Pkt.....35c Oz.....\$2.00

Statice The seed of annual statice is of irregular germination. Tr. Pkt. Oz. Lb.

Bonduelli. Yellow. Similar to the Sinuatas \$0.15 \$0.25 \$2.50

Sinensis. 18-inch. Pure white with canary yellow.....(4 oz., \$2.50) .25 .75

Kampf's Tall Improved. Atrocoerulea. Very bright deep blue, excellent for cutting. 3 ft.25 .80 5.00

True Blue. The standard blue..... .15 .30 3.25

Suworowii. Russian or Rat Tail. Excellent for spring cutting from either large pots or beds. Excellent for pot specimens.....(4 oz., \$2.75) .25 .75

Statice Sinuata

Largely used outdoors, but can be forced in a greenhouse.

Rosea Superba15 .30 3.25

White15 .25 2.00

Hybrid Mixture. Contains in addition to above, several new hybrid shades25 .85 5.25

Tom Thumb Hybrids15 .60

Stevia

Serrata. Fragrant white flowers; desirable for cutting. Tr. Pkt.....20c Oz.....\$1.50

Improved Bismarck Stocks (Continued)

***Lilac.** Lilac-lavender.

Blood Red. Fiery red.

Antique Copper. Copper red.

Elk's Pride. Rich deep purple.

Buttercup. New giant yellow. A rich, deep

Price (each of above)—

Tr. Pkt.....35c ¼ oz.....\$1.00 Oz.....\$3.00

Mixed colors.

Tr. Pkt.....35c ¼ oz.....\$1.00 Oz.....\$3.00

Branching Stocks (Giants of California)

Santa Maria. A giant double pure white Stock of exceptional merit. Giant flowers on a long flowering truss with the splendid branching habit of the Bismarck. The long stems of the Santa Maria make it a very desirable cut flower for the florist. 78 per cent double. The best double pure white Stock on the market.

Tr. Pkt.....35c ¼ oz.....\$1.00 Oz.....\$3.00

Beauty of Nice Stocks

Early, Large Flowering, Winter

Particularly desirable because of their long stems and branching habit.

***Mont Blanc.** Extra early white.

Monte Carlo. Rich canary-yellow.

***Aurora.** Cream, tinted pink.

Belle de Naples. Rich old rose.

Beauty of Nice. Flesh pink.

***Cote d'Azure.** Light blue.

Summer Night. Deep blue.

Carmine Rose (Abundance).

Sou. de Monaco. Crimson, late.

American Beauty. Deep rose-pink.

***Queen Alexandra.** Rosy-lilac, fine.

Price—each of above:

Tr. Pkt.....25c ¼ oz.....65c Oz.....\$2.25

OUR STRAIN OF "BALL COLUMN" STOCKS HAS BEEN PRODUCED UNDER GLASS



Stocks, Ball Branching or Column

Beauty of Nice Stocks (Continued)

Mixed—All Colors:

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

Our grower received five "Awards of Merit" and eight "Highly Commended" for his strains of Stocks at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisely, England. All our California grown Stocks bloom at least two weeks earlier than foreign grown.

Double Large Flowering Dwarf Ten-Week Stocks for Pot Plants and Bedding

Tr. Pkt. ¼ oz. Oz.

Blood Red	\$0.25	\$0.75	\$2.00
Lavender25	.75	2.00
Canary Yellow25	.75	2.00
Carmine Pink25	.75	2.00
Purple25	.75	2.00
White25	.75	2.00
Deep Rose.....	.25	.75	2.00
Mixed. All colors.....	.25	.50	1.60

Dwarf Stocks

***Snowflake—Wallflower Leaved.** Valuable as a pot-plant. The dark green foliage contrasts effectively with the pure white flowers.

Tr. Pkt.....35c ¼ oz.....\$1.50



Early Sweet Pea "Hope"

The "Last Word" in Early White Sweet Peas

Early or Winter Flowering Sweet Peas (Continued)

*Early Boon

A glorious deep salmon-pink on light cream ground—the flowers are bold and beautifully frilled—the stems are very long, usually carrying four fine blossoms.

½ oz.....25c 1 oz.....45c ¼ lb.....\$1.75 Lb.....\$6.00

Early Chime

Light salmon-pink on cream ground—long stemmed—a prime favorite in the Chicago market—highly recommended.

½ oz.....25c 1 oz.....45c ¼ lb.....\$1.75 Lb.....\$6.00

½ oz. 1 oz. ¼ lb. Lb.

*Eileen.	Rich Begonia-rose.....	\$0.30	\$0.50	\$1.75	\$6.00
*Eleanor.	Light blue, late-blooming.....	.25	.40	1.40	4.80
*Forty-niner.	Bright orange.....	.25	.40	1.25	4.40
*Fragrance.	Clear lavender.....	.25	.40	1.30	4.80
*Hope.	A mammoth flowering black seeded pure white which in our opinion is the best early flowering pure white.....	.20	.35	1.30	4.50
*Lavanda.	Clear lavender.....	.30	.50	1.60	6.00
*Majestic Rose.	Bright deep rose.....	.20	.35	1.30	4.50
Mother Machree.	A golden rose suffused coral, a new shade and very free-flowering. The flowers are large and perfectly formed on long stems. Strong grower....	.40	.75	2.25	8.00
Mrs. Holscher.	Excellent rose pink.....	.25	.40	1.20	4.00
Monterey.	Clear geranium-pink. Flushed salmon30	.50	1.75	6.00
*Prosperity.	Soft rose with light cream shading35	.50	1.50	5.35
*Shirley Temple.	New pink of great value....	.30	.50	1.75	6.50

Sequoia

A rich golden salmon cerise pea, frilled and wavy. The flowers are enormous on long stout stems and the plants strong vigorous growers. (No. 1 rating by the New York Florists' Club, 1935.)

½ oz.....30c Oz.....50c ¼ lb.....\$1.75 Lb.....\$6.50

Sweet Peas (Summer Flowering)

Ambition. Choicest blue lavender.

*Austin. Frederick Improved. Giant lavender.

Avalanche. White.

*Bedouin. Sparkling pink, suffused salmon.

Price of any of above 7 varieties:

20c 4 oz.....50c Lb.....\$1.75

Blanche Ferry. Rose and white bicolor.

Bonnie Briar. Sparkling rose-pink. Immense size.

Blue Flame. Deep marine blue with some mauve.

SWEET PEAS (Summer Flowering) Continued

Generally planted for outdoor culture. However, this class is also sown with late planting of "Early or Winter Flowering" varieties. They branch freely at the base, not climbing until the early kinds begin to exhaust themselves, after which they produce freely, well through June in northern latitudes.

- *Blue Bird. Rich blue.
- Campfire. Deep scarlet. Sunproof.
- Cattleya Queen. Rich rosy mauve.
- Charming. Soft cerise.
- *Chieftain. Satiny mauve.
- *Constance Hinton. Black seeded white.
- Countess Spencer. Rose pink.
- *Commander Godsall. Large violet-blue.
- *Crimson King. Giant deep carmine.
- Debutante. Soft salmon shaded peach pink.
- *Doreen. Carmine.
- *Elfrida Pearson. Large pale pink.
- Fluffy Ruffles. Cream pink.
- Giant White. Pure white.
- Glenecables. Clear even lavender.
- Hawlmank. Lavender.
- *Hawlmank Salmon-Pink. Rich deep pink with salmon and orange.
- *Heavenly Blue. Delphinium blue.
- Hebe. Best large rose pink.
- Hero. Cerise.
- *Hercules. Giant pink.

*Denotes RECOMMENDED VARIETIES

Price of any of above varieties. Oz....20c 4 oz....50c Lb....\$1.75
Extra Choice Mixed.

Oz.....15c 4 oz.....50c 1 lb.....\$1.65 5 lbs.....\$7.50

Sweet Wivelsfield (Dianthus)

Hardy annual with a great variety of colorings. Trusses similar to Sweet William but flowers are larger and more varied. Provides excellent cut flowers as well as a beautiful bedding plant.

Tr. Pkt.....15c Oz.....75c

New Double Sweet Wivelsfield. Tr. Pkt.....50c

Tagetes

Signata Pumila. Good bedding plant; flowers golden-yellow.
Tr. Pkt.....15c Oz.....60c

Signata Pumila Little Giant (New). Very dwarf, orange. Tr. Pkt...25c

Thunbergia (Black-Eyed Susan)

Mixed. Tr. Pkt.....15c Oz.....60c

Gibsoni. A beautiful new graceful climber for covering pillar and trellis work in greenhouses, or may be flowered outdoors in mild climates. Tr. Pkt.....50c

Tithonia Speciosa

(Mexican Sunflower). Tr. Pkt.....35c

Torenia

Tr. Pkt. ¼ oz. Oz.

Fournieri. Excellent for spring pot plant sales. Medium blue with dark blotches on lip. Very rich. \$0.25 \$0.65 \$2.25

Fournieri Compacta. Dwarf form of above. Excellent for bedding or pots ½ oz. 50 .25 .85

TORENIAS

Every florist that grows bedding plants and material for porch and window boxes and is not now handling any of the Toreniyas should investigate the possibilities of these plants. That they are not well known is shown by their absence from so many gardens. And that they deserve far more attention than they now get, is evident from their good behavior under average garden conditions.

Trachelium Coeruleum

Large heads of small blue flowers resembling Gypsophila. 18 inch.....35

Venedium

Fastuosum. Brilliant orange with a glistening dark center. 35 .90 3.25

Ball Hybrids. A most interesting and attractive mixture of colors ranging from silvery white down through various shades of cream and orange-salmon ¼ oz. \$1.25 .50



STOCKS (Continued)

Double Perpetual Branching Stocks

Giant Perfection

(Cut and Come Again)

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Rose. A clear even shade.....	.25	\$0.65	\$2.25
Sapphire. Violet or dark lavender25	.65	2.25
May Queen. Pale blue.....	.25	.65	2.25
Snowdrift. Fine clear white.....	.25	.65	2.25
Princess Alice. Early white.....	.25	.65	2.25
La France. Blush, nearly white.....	.25	.65	2.25
Heatham Beauty. Rose, shaded terra cotta25	.65	2.25
Empress Augusta Victoria. Silvery lilac.....	.25	.65	2.25
Brilliant. Blood-red25	.65	2.25
Mixed. All colors.....	.25	.50	1.75

Sunflower (*Helianthus*)

Chrysanthemum Flowered. Double yellow. Tr. Pkt...	10c	Oz...25c
Cucumerifolius (Miniature Sun Flower). Single yellow.		
Tr. Pkt.....10c	Oz.....	35c
Californicus Fl. Pl. Double Californian. 10 ft. Tr. Pkt...	10c	Oz...25c
Dwarf Double (Globe of Gold). Deep yellow. Tr. Pkt...	10c	Oz...25c
New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow. Tr. Pkt.....10c	Oz.....	35c

*Indicates most popular colors and shades.

EARLY OR WINTER FLOWERING SWEET PEAS

"Up-to-the-Minute" Florists' Varieties

True-to-name, thoroughly rogued and hand-picked new crop seed. We shall be glad to treat Sweet Pea seed with "Cuproicide" (without charge) when so requested. It is claimed by some growers that such helps germination.

All of the following priced at:

$\frac{1}{2}$ oz.....20c Oz.....35c 4 oz.....\$1.00 Lb.....\$3.40

White

White Harmony. Very good. **Snowstorm Imp.** White-seeded.
Note: **Hope** (Blackseeded) is much the best white.
See opposite below.

Pink

Annie Laurie. Rose pink.	Laddie. Improved bright extra large rose.
Attraction. Rich salmon-rose.	Jeanne Mamitsch. Long-stemmed rose.
Ball Rose. Rich deep rose.	Louise Gude. Bright rose.
Ball Rose Queen. Long-stemmed rose-pink.	Mrs. Calvin Coolidge. Salmon-pink.
Columbia. Pink and white. Bi-color.	Pink Cherokee. Cream-pink.
Chevalier. Dark rose.	Pink Profusion. Rose-pink.
Fascination. Cream pink.	Superior Pink. Deep rose.
Giant Rose. Large.	Springsong. Rich salmon-pink.
	Zvolanek's Rose.

Lavender

Heather Bell. Rosy lavender.	Michigan. Large lavender.
Harmony. Lavender; slightly shaded rose.	Vogue. Lavender with blue shading.

Blue

Blue Bird (Mrs. Hoover preferred).	Indigo Blue. Dark shade of clear blue.
Ball Blue. Bright mid-blue.	Mrs. Hoover. Best blue.

Scarlet and Cerise

Aurora. Orange scarlet striped.	Susanna. Carmine-red.
Bright Light. Orange-scarlet.	Sunray. Light cerise.
Glitters. Fiery cerise.	Grenadier. Poppy-scarlet.
Gorgeous. Cerise.	Maroon Prince. Dark maroon.
Pride. Deep cerise. Long-stemmed.	Miss Spokane. Dark red.
Red Bird. Crimson-red.	Vulcan. Orange-scarlet. Bright Light. Preferred.

Orange and Salmon

Apollo. Salmon-cerise, long-stemmed.	Eldorado. Light orange.
Ball's Orange.	Flamingo. Orange-salmon.
Burpee's Orange.	Mrs. Kerr. Salmon.
	Torch. Orange Salmon.
	Valencia. Bright orange.



Sweet Pea Early Spencer "Josie"

(About One Half Natural Size)

Special Note: If you are in the market for Sweet Peas in quantity please send list of requirements for special quotation. We can supply you to advantage.

EARLY OR WINTER FLOWERING SWEET PEAS (Continued)

Miscellaneous Varieties

American Beauty. Crimson-rose.	Harlequin. Chocolate bicolor.
Amethyst. Rich, bright purple.	Mauve Beauty. Rosy mauve.
Cattleya. A delightful shade of rosy-lilac.	Meadow Lark. Cream.

All of the above are priced at:

$\frac{1}{2}$ oz.....20c	Oz.....35c	4 oz.....\$1.00	Lb.....\$3.40
Early Flowering Mixed. A. B. C. Special			
$\frac{1}{2}$ oz.....20c	Oz.....35c	4 oz.....\$1.00	Lb.....\$3.40

NEWER VARIETIES OF EARLY SWEET PEAS

Following are some new and comparatively recent introductions that obtain high value

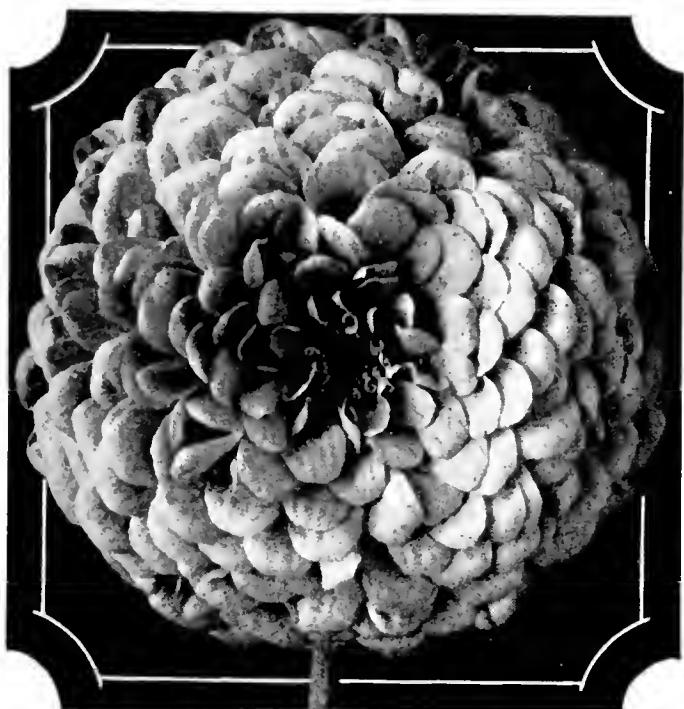
"Zvolanek's Josie"

The most important Early Flowering Sweet Pea introduction in the past decade. This variety is without doubt the largest and longest stemmed pink Sweet Pea in existence. There is not even one of the summer-flowering which can show larger and longer stems. It blooms freely in winter.

1 oz.....50c	4 oz.....	\$1.75	Lb.....	\$6.25
$\frac{1}{2}$ oz. 1 oz. 4 oz. Lb.				

Ball Orange Improved. Clear deep orange..	\$0.20	\$0.35	\$1.30	\$4.25
Ball Rose Improved.	.25	.40	1.40	4.75

EARLY SWEET PEAS CONTINUED ON NEXT PAGE. ALSO LIST OF LATE FLOWERING VARIETIES



Zinnia Dahlia Flowered

Zinnia Elegans Pumila Dwarf Double (Cut and Come Again)

A most desirable type for bedding as well as cut flowers.

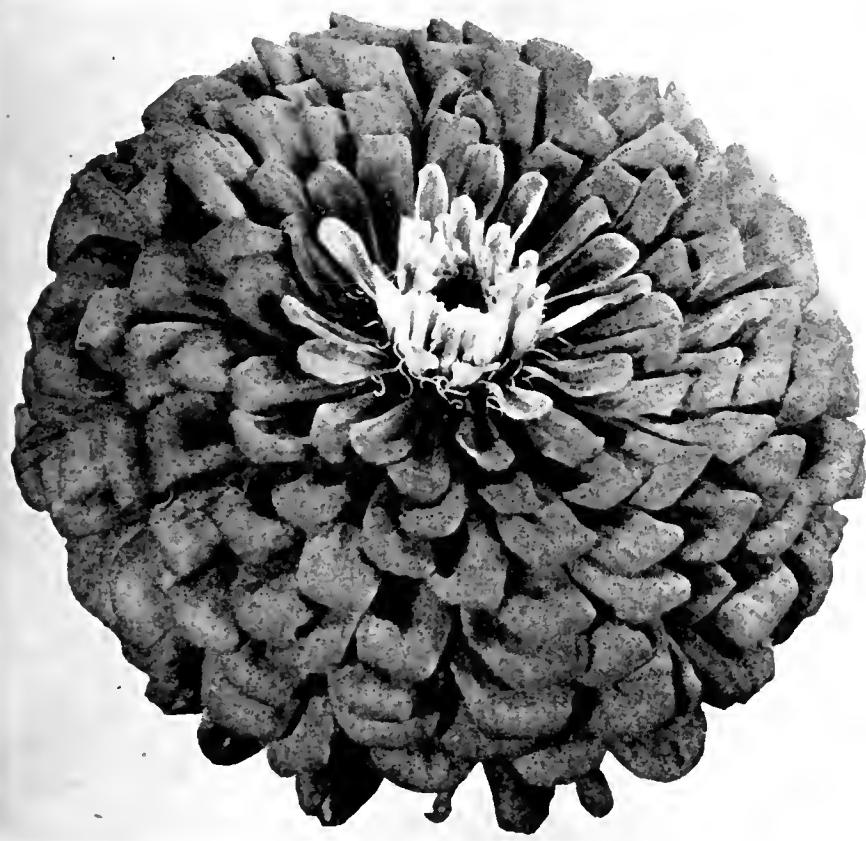
Bright Scarlet, Canary Yellow, Carmine Red, Crimson, Flesh, Golden Orange, "Pinkie" (Rose Pink), White, and Violet.

Price: Each of above—Tr. Pkt.....10c Oz.....50c $\frac{1}{4}$ lb.....\$1.50

Salmon Rose. A pleasing shade largely used by florists in basket work.

Tr. Pkt.....15c Oz.....60c $\frac{1}{4}$ lb.....\$2.25

Choicest Mixed. Tr. Pkt.....10c Oz.....35c $\frac{1}{4}$ lb.....\$1.00



Zinnia California Giant or Mammoth

BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW

Few flowers have exhibited greater improvement at the hands of hybridizers than the Zinnias, and their improvement has been matched with a corresponding increase in public favor. For those getting started with Zinnias, it should be emphasized that the nature of the plants demands plenty of warmth. This is explained by the fact they are native to Mexico. This temperature requirement also, of course, applies to their seed germination, which will be a certain failure in a cold, wet soil. The warm end of a carnation house or, say, a temperature of around 55 to 60 degrees nights will germinate it.

"Dahlia Flowered" Zinnias

Prime Favorites for Cut Flowers

The plants are of medium height, 2 to 3 feet, very robust, bearing many long stems of the fully double, huge flowers which resemble the show type of Dahlia.

Canary Bird. Delicate shade of primrose.

Crimson Monarch. Best of red shades.

Dream. Fine deep lavender turning to purple.

Exquisite. Light rose with center a deep rose (Tyrian Rose).

Giant Attraction. Brick red.

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Golden Dawn. Golden yellow.

Illumination. Striking self color of deep rose (Tyrian Rose).

Lemon Beauty. Light Lemon Yellow, turning russet as it ages.

Luminosa. Bright deep pink, with a light suffusion of salmon.

Meteor. Rich, glowing deep red, the darkest of all red shades.

Old Gold. Deep and lighter shades of old gold.

Old Rose. Real old rose shade.

Oriole. Orange and gold bicolor.

Purple Prince. Fine deep purple.

Polar Bear. A very large, pure white—the best white yet seen in Zinnias.

Scarlet Flame. A large, beautiful, bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.

Youth. A beautiful soft rose self.

Price: Each of above—Extra Size Trade Packet.....25c
 $\frac{1}{4}$ oz.....35c Oz.....\$1.00 $\frac{1}{4}$ lb.....\$3.50 Lb.....\$12.00

Special Offer—One Extra Size Trade Packet, each of any seven varieties selected from list above.....\$1.50

Gold Medal Mixture. A well-blended mixture containing the named varieties.

Tr. Pkt...25c $\frac{1}{4}$ oz...35c Oz...85c $\frac{1}{4}$ lb...\$3.25 Lb...\$10.00

Giant California or Mammoth Flowered Zinnias

Coming Into Great Favor for Cutting

Introduced in 1926 by Bodger, the originators of worth while Zinnias. This type has rapidly gained in popularity. The plants are taller than the Dahlia flowered type, 3 to 4 feet, with long stems which adapt it particularly for use as a cut-flower. Flowers are very large and flat, giving a graceful effect.

Brightness. Bright, deep rose.

Cerise Queen. Another new color we have added which should be in all collections. It is very bright and very striking.

Daffodil. Bright canary yellow resembling narcissus King Alfred in color. Very fine.

Enchantress. Light rose, deep rose center.

Golden Queen. Golden yellow.

Grenadier. Bright dark red.

Lavender Gem. Deep lavender turning to purple.

Miss Willmott. Soft pink.

Orange King. Cadmium or orange scarlet.

Orange Queen. Golden orange.

Purity. White.

Rose Queen. Bright rose.

Salmon Queen. Salmon rose.

Scarlet Gem. Glowing scarlet.

Violet Queen. Deep violet to purple.

Price: Each of above—Extra Size Tr. Pkt.....25c
 $\frac{1}{4}$ oz.....35c Oz.....\$1.00 $\frac{1}{4}$ lb.....\$3.50 Lb.....\$11.00

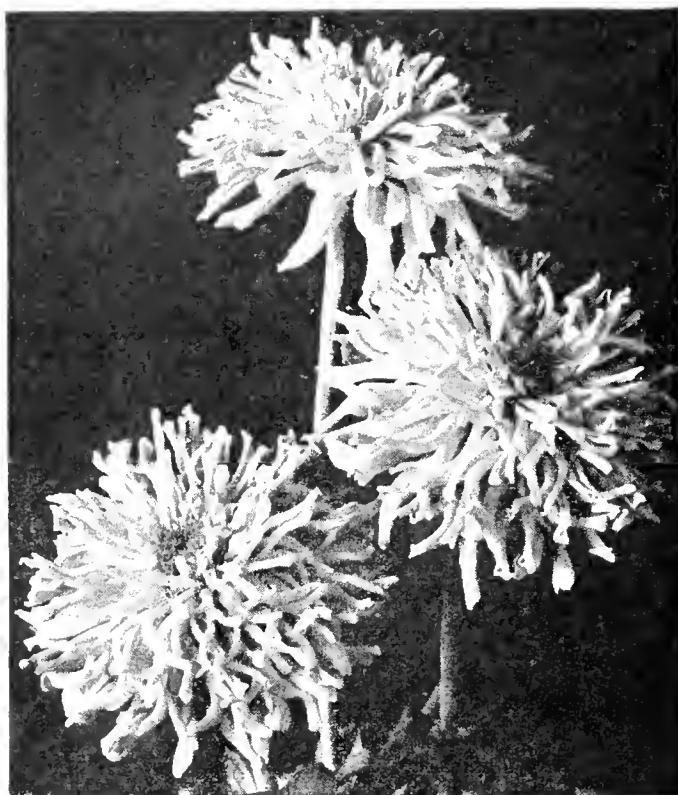
Finest Mixed. A splendid mixture containing a wide range of colors. Extra Size Tr. Pkt.....15c $\frac{1}{2}$ oz.....50c Oz.....85c Lb.....\$10.00
 $\frac{1}{4}$ oz.....30c $\frac{1}{2}$ oz.....50c Oz.....85c Lb.....\$10.00

Bodger's Famous "Gold Medal" Zinnias for Cut Flowers and Garden Show

NEW

Chrysanthemum Flowered ZINNIA "FANTASY"

(See Illustration Below)



Zinnia New Fantasy Mixture

Award of Merit Winner 1935 All America Selections

Fantasy is the most fascinating new Zinnia type introduced to the flower world in many years. The very informal, shaggy appearing flowers are graceful and interesting, quite distinct from the stiff, formal zinnias to which we are accustomed. The rounded medium sized flowers are composed of a mass of shaggy ray-like petals which give a delicate and refined appearance, large enough to satisfy the desire for mass of color, yet small enough to lend themselves gracefully to flower arrangement. The color range includes the brightest shades of reds, yellow and orange, as well as the popular pastel pinks and cream.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Crown of Gold Mixture

The aristocrat among Zinnias—each petal of the flower is overlaid with a deep golden-yellow at the base, while carrying out the individual flower color at the tip. The color range includes the popular florist shades: Old Rose, Cream, Yellow, Carmine, Red, Pink, etc., in mixture.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Desert Gold (New). New yellow shades.

Tr. Pkt. 25c 1/4 oz. 65c Oz. \$2.00

Scabious Flowered Mixture

Tr. Pkt. 25c 1/4 oz. 65c Oz. \$2.00
Medium size flowers resembling Annual Scabiosas.

Haageana Double (Mexican Hybrids)

The small flowered Mexican Zinnias have a charm all their own. The smaller flowers lend themselves to bedding and make a brilliant display and yet have stems long enough to make fine bouquets for small vases and bowls. The mixture contains many attractive colors and color combinations. Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Pumila Picotee Delight

One of the best florists' cut flower Zinnias on the market. Flowers medium, petals curled, with picotee markings, plants 2 to 2 1/2 feet.

Golden Ray. Golden orange....Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Salmon Rose.....Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.50

Finest Mixed. Including a selection of florists' shades.....Tr. Pkt. 25c 1/4 oz. 40c Oz. \$1.25

Early Wonder

A new race of dwarf, early flowering Zinnias, producing masses of Pumila type flowers on long nearly leafless stems.

Fiery Salmon Cerise Pink....Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.75

Rose PinkTr. Pkt. 25c 1/4 oz. 50c Oz. \$1.75

Finest MixedTr. Pkt. 25c 1/4 oz. 50c Oz. \$1.75

Gypsy (New). Burnished orange. Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.75

Improved "Lilliput"

Small double flowers about the size and formation of a large button-size pom pom mum. These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the Salmon Rose. For basket work they are superb and likewise prove desirable as a pot plant.

Canary Yellow, Crimson, Deep Flesh, Golden Orange, Lilac, Salmon Rose, White, Red Riding Hood (Scarlet), Valencia (Burnt Orange), Purple.

Price: Each of above—

Tr. Pkt. 20c Oz. 75c 1/4 lb. \$2.50 Lb. \$8.00

Rose Bud (New). Rose pink.

Tr. Pkt. 20c Oz. 85c 1/4 lb. \$2.50 Lb. \$8.00

Choicest Mixed.

Tr. Pkt. 15c Oz. 60c 1/4 lb. \$2.00 Lb. \$7.00

Lilliput "Tom Thumb" Mixture

4 to 6 inches. Desirable for rock gardens. A good range of colors. Mixed. Tr. Pkt. 25c Oz. \$1.25

Gracillima (Red Riding Hood)

Miniature bright crimson flowers about half the size of Lilliputs. 1 foot high, splendid for bedding. Tr. Pkt. 25c 1/2 oz. 80c Oz. \$1.50



Zinnia Lilliput

LILLIPUT ZINNIAS

Have obtained the greatest favor for cut-flowers—especially the varieties "Salmon Rose" and "Red Riding Hood". They fit in extremely well for small vase decoration and cut-flower work generally.

Hardy Biennial and Perennial Flower Seeds

FOR THE FLORIST AND NURSERYMAN (See Also Novelty Pages in This Book)

Achillea—Milfoil, Yarrow

Ptarmica "The Pearl". One of the best hardy white perennials. Grows about 2 feet high. Is covered with heads of purest white double flowers from June until frost. Tr. pkt.....50c Oz.....\$2.50

Aconitum—Monkshood, Helmet Flower

Napellus. Produces long spikes set with blue flowers. Well adapted for planting among shrubbery or in shady corners. Seed is of slow germination; 3 to 5 feet. Tr. pkt.....30c Oz.....\$1.25

Wilson. A tall growing variety, 5 to 6 feet high, producing during the late fall very effective violet-blue flowers. Tr. pkt.....30c Oz.....\$1.50

Agrostemma—Rose of Heaven

Cornaria (Mullen Pink). Stout, erect-growing plants with silvery foliage, flowers during July and August. Bright rosy crimson flowers; 2½ to 3 feet. Tr. pkt.....10c Oz.....25c

Cornaria Alba. The flowers are velvety white. Tr. pkt.....10c Oz.....25c

Alyssum—Goldentuft

Saxatile Compactum (Basket of Gold). An indispensable plant for the rockery or border, growing 1 foot high and producing in May masses of broad, flat heads of bright yellow flowers. Tr. pkt.....20c Oz.....75c

Rostratum. Dense heads of bright golden flowers in June and July. 20 inches. Tr. pkt.....50c Oz.....\$2.50

Ampelopsis—Boston or Japanese Ivy

Veitchi. The best and most popular hardy climber for covering brick or stone walls. Tr. pkt.....10c Oz.....30c ¼ lb.....\$1.00

Anchusa—Alkanet, Bugloss

Italica, Dropmore Variety. Grows 3 to 5 feet high. Bears during May and June in abundance, flowers of the richest Gentian blue. Tr. pkt.....15c Oz.....60c ¼ lb.....\$2.00

Italica Lissadell. An improved form of the Dropmore variety. Of strong, vigorous growth, about 5 feet high. Showy sprays of extra large, clear gentian-blue flowers. Tr. pkt.....20c Oz.....75c

Anchusa Myosotidiflora

A distinct dwarf species, 10 inches high, producing during April and May sprays of Forget-Me-Not-blue flowers. Excellent for the rock garden and as a ground cover for lilies. Tr. pkt.....50c Oz.....\$6.00

Anemone—Windflower

Cornaria, Mixed Colors (Poppy Anemone). Many splendid colors. Tr. pkt.....15c Oz.....60c

St. Brigid. A beautiful selection of the above. Our seed comes from a famous Irish grower and comprises semi-double and double flowers in a wonderful array of colors. Tr. pkt.....30c Oz.....\$1.50

Anthemis—Marguerite

Kelwayi. A most satisfactory hardy perennial bearing daisy-like golden yellow blossoms. Excellent for cutting; 2 feet. Tr. pkt.....15c Oz.....60c

Perry's Variety. Large, well shaped, bright golden yellow flowers. Tr. pkt.....25c Oz.....\$1.00

Aquilegia—Columbine

LONG-SPURRED COLUMBINES

This strain is unquestionably the finest yet produced. The plants are of strong, thrifty growth, with flowers of largest size, varying in color through tones of cream, pink, lavender, blue, white, red, etc.

Tr. pkt. Oz.

Long-Spurred Pink and Rose Shades. \$0.50 \$3.50

Long-Spurred Lavender and Blue Shades.50 4.00

Long-Spurred Scarlet and Red Shades.50 3.50

Long-Spurred Finest Mixed. The finest mixture procurable. .50 3.00

Alpina. Rich blue; 2 feet high.40 2.00

Californica Hybrida. Long-spurred flowers in yellow and orange shades.30 1.50

Canadensis. The native rich red and yellow variety.40 2.00

Chrysanth. Long-spurred yellow.30 1.50

Coerulea (Rocky Mountain Columbine). Violet-blue and white.40 2.00

Silver Queen. Long-spurred white.40 2.00

Single-Flowering, Mixed. (.1/4 lb., \$1.50) .15 .50

Single Long-Spurred, Mixed.10 2.00

Double-Flowering, Mixed.15 .50

Arabis—Rock Cress

Alpina. One of the earliest and prettiest spring flowers. The spreading tufts are covered with a sheet of pure white flowers as soon as the snow disappears. Unequaled for rockeries or edging. Withstands drought and is always neat; 6 inches. Tr. pkt.....15c Oz.....50c ¼ lb.....\$1.50

Armeria—Sea Pink, Thrift

Formosa Hybrida. Heads of rosy pink flowers. Useful for edging or rockery. Tr. pkt.....25c Oz.....\$1.00

Bee's Ruby. Rich deep rose colored flowers. 1½ feet. Tr. pkt.....50c ½ oz.....\$1.00

Aster Perennial—Michaelmas Daisy

Alpinus. Dwarf Alpine Aster, indispensable for the rockery or edge of hardy borders, grows 6 to 10 inches high. Showy bluish purple flowers in May and June. Tr. pkt.....50c Oz.....\$2.50

Mixed. Saved from a splendid collection of tall fall-blooming varieties. Tr. pkt.....40c Oz.....\$2.00

Aubrieta—Rainbow Rock Cress

Rose Queen. Large clear pink flowers on plants 4 inches high. Tr. pkt.....50c

Large-Flowering Hybrids. A beautiful dwarf rock plant, covered with sheets of bright flowers in spring and early summer. Tr. pkt.....40c Oz.....\$2.00

Auricula—Primula Auricula

A well-known favorite of great beauty. Seed saved from splendid choice mixed varieties; half-hardy perennials; 6 in. Tr. pkt.....50c ¼ oz.....\$1.50

Baptisia—False Indigo

Australis. Deep blue. Tr. pkt.....25c Oz.....\$1.00

Bellis Perennis—Double English Daisy

The Giant sorts are of the largest size. The flowers of the other sorts are smaller but produced very freely.

	Tr. pkt.	Oz.
<i>Monstrosa</i> Giant White.	\$0.40	\$2.00
<i>Monstrosa</i> Red Improved.	.40	2.00
<i>Monstrosa</i> Rose.	.40	2.00
<i>Monstrosa</i> Mixed.	.30	1.75
<i>The Bride</i> or Improved Snowball. White.	.30	1.50
<i>Longfellow.</i> Double pink.	.25	1.25
<i>Finest Double Mixed.</i>	.25	1.00
<i>Double Quilled (Tuberosa).</i> Mixed colors.	.30	1.50

Bocconia—Plume Poppy, Tree Celandine

Cordata. Foliage glaucous green; bears many spikes 2 to 3 feet long set with cream-colored flowers; 6 to 8 feet. Easily raised from seed. Tr. pkt.....10c Oz.....40c ¼ lb.....\$1.25

Boltonia—False Chamomile

Asteroides. Pure white. Tr. pkt.....30c Oz.....\$1.50

Latisquama. Pink, tinged lavender. Tr. pkt.....30c Oz.....\$1.50

Campanula—Bellflower

	Tr. pkt.	Oz.
<i>Carpataea, Blue (Carpathian Hare Bell).</i> Color clear blue; grows 6 inches high.	\$0.20	\$0.75
<i>Carpataea, Alba.</i> The white-flowered form.	.20	.75
<i>Persicifolia Grandiflora, Blue (Peach Bells).</i> Grows 2 to 3 feet high. Has large blue flowers.	.10	2.00
<i>Persicifolia Grandiflora, Alba.</i> White-flowered Peach Bells	.10	2.00
<i>Persicifolia Telham Beauty.</i> Immense bell-shaped flowers of a pale China blue, produced on long stems; 2 feet. (1/4 oz., \$1.25)	.75	...
<i>Pyramidalis, Blue (The Chimney Bellflower).</i> A beautiful hardy plant. Blue salver-shaped flowers; 4 to 6 feet.	.30	1.50
<i>Pyramidalis, Alba.</i> Same as above but with white flowers.	.30	1.50
<i>Rotundifolia (Blue Bells of Scotland).</i> Grows about a foot high. Has graceful drooping mid-blue bell-shaped flowers. A splendid subject for the rockery or front of hardy border.	(1/8 oz., \$1.00)	5.00

Canterbury Bells—Campanula Medium

	Tr. pkt.	Oz.
<i>Calycanthema, Dark Blue.</i>	\$0.30	\$1.50
<i>Calycanthema, Light Blue or Lavender.</i>	.30	1.50
<i>Calycanthema, Rose-Pink.</i>	.30	1.50
<i>Calycanthema, White.</i>	.30	1.50
<i>Calycanthema, Mixed.</i>	.25	1.25
<i>Single Dark Blue.</i>	.10	.40
<i>Single Light Blue.</i>	.10	.40
<i>Single Rose.</i>	.10	.40
<i>Single White.</i>	.10	.40
<i>Single Mixed.</i>	.10	.40
<i>Double-Flowering Mixed.</i>	.20	.80

Hardy Carnations—Dianthus

Grenadin Mixed. Dwarf and compact in growth. Double flowers in various colors, produced in great profusion. Early flowering and invaluable for cutting. 1 foot. Tr. pkt.....30c Oz.....\$1.75

Hardy Border, Double Mixed. A good hardy strain producing a mass of flowers in great variety of colors. Tr. pkt.....30c Oz.....\$1.50 ¼ lb.....\$5.00

Centaurea—Hardy Cornflower

Dealbata. A native of Asia Minor, bearing distinct bright rose colored flowers; July to September. 1½ to 2 feet. Tr. pkt.....30c Oz.....\$1.50

Macrocephala. Large thistle-like golden-yellow flowers borne freely during July and August; 3½ feet. Tr. pkt.....25c Oz.....\$1.00

Montana (Perennial Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September. Tr. pkt.....15c Oz.....50c



"Supreme" Quality



Flower Seeds



Hardy Biennial and Perennial Flower Seeds (Continued)

Cerastium—Snow in Summer

Tomentosum. A desirable low-growing plant with silvery foliage and white flowers in June. Suitable for the rockery or for carpeting dry, sunny spots or for covering graves. Tr. pkt.....25c oz.....\$1.00

Cheiranthus

These are biennials. Very effective in the rockery or front of border. **Allioni** (Siberian Wallflower). Brilliant orange flowers.

Tr. pkt.....15c Oz.....40c $\frac{1}{4}$ lb.....\$1.25

Linfolius (Alpine Wallflower). Flowers bright mauve.

Tr. pkt.....20c Oz.....75c

Chrysanthemum—Shasta Daisy

	Tr. pkt.	Oz.
King Edward VII. The finest Moonpenny Daisy.....	\$0.15	\$0.50

Shasta Daisy. Mixed seedlings20 .75

Shasta Daisy "Alaska." The largest and best of the Shasta

Daisies25 1.00

Seedlings. A marvelous strain of early flowering Chrysanthemums in many beautiful colors. Single, semi-double, and double.

Tr. pkt.....60c $\frac{1}{8}$ oz.....\$1.00

Clematis

Paniculata. One of the most popular hardy climbers.

Tr. pkt.....15c Oz.....50c $\frac{1}{4}$ lb.....\$1.50

Coreopsis—Perennial Calliopsis

Lanceolata grandiflora. An extra fine strain of this useful golden yellow hardy perennial. Tr. pkt.....10c Oz.....25c $\frac{1}{4}$ lb.....75c

—Mayfield Giant. The plants are taller and more vigorous than the type. The individual flowers are larger and the stems are longer and stiffer. Tr. pkt.....20c Oz.....75c

—grandiflora Double Yellow. (Double-Flowering Coreopsis). This double and semi-double form is just as easy to grow as the single, and the extra petalage adds a further charm to the flower.

Tr. pkt.....25c Oz.....\$1.00

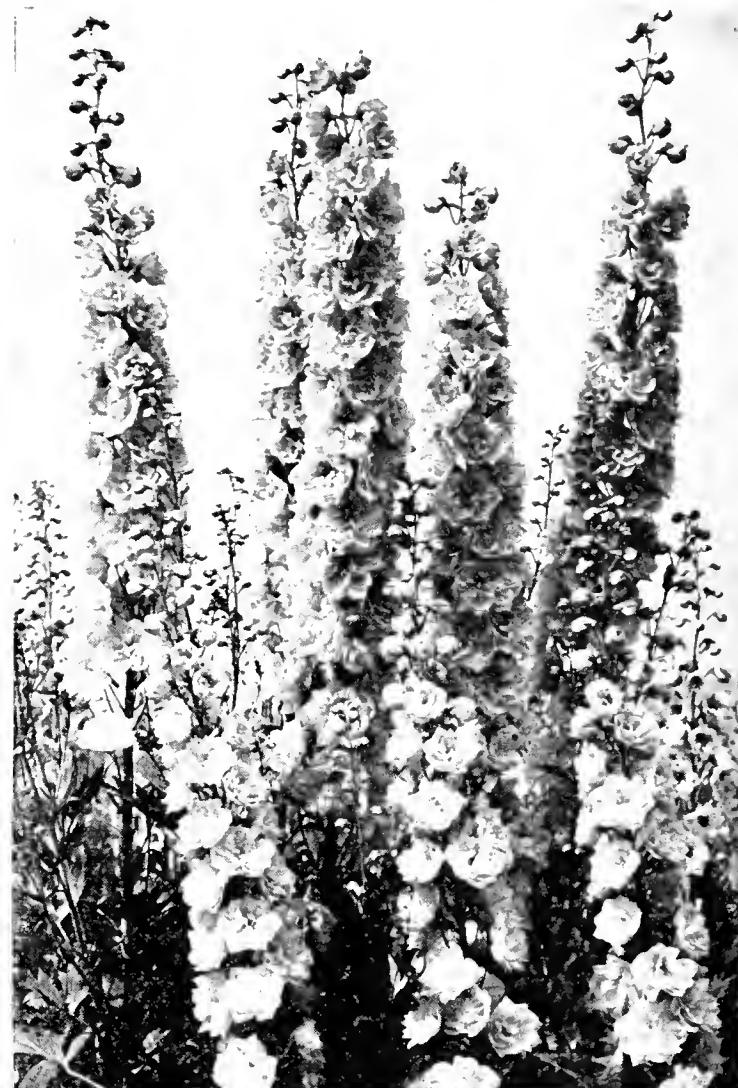


Coreopsis Grandiflora New Double Sunburst

COREOPSIS GRANDIFLORA DOUBLE SUNBURST

(PERENNIAL)

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of year when yellows are so scarce, and when variations in the type are produced, they are welcomed gladly. Sunburst is a pleasant change from the well known single form, retaining its beauty of color while augmenting its effect of brilliance through the doubling of petals. The double flowers are large, 1½ to 2 inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. The flowers are fine keepers, and the plants are easy to grow. The strain is remarkably true, coming 80% double, 20% single. Tr. Pkt.....20c $\frac{1}{4}$ oz.....35c Oz.....\$1.00



Delphinium, Blackmore and Langdon's
Gold Medal Hybrids

Delphinium, Blackmore and Langdon's Gold Medal Strain

EXCEPTIONAL FOR CUT FLOWERS AND GARDEN SHOW

We believe everyone will agree that there are no better Delphinium strains to be found anywhere than those developed and sold by Blackmore and Langdon of Bath, England. Their famous Delphiniums have been admired by connoisseurs from all parts of the world, they have been exhibited at all the important horticultural shows and exhibitions, and have been granted literally hundreds of medals, prizes, certificates and awards. We are proud to announce that we have arranged with Messrs. Blackmore and Langdon for the distribution of seed of their famous Gold Medal Strain of Delphinium, seed imported directly from the originators.

The flower spikes, as may be seen from the accompanying illustration, are extremely heavy, full flowered, and exceptionally long, while the plants reach a height of from 4 to 6½ feet, depending on the variety. To those who are acquainted with Blackmore and Langdon's Delphiniums no more need be said, and to those who have never grown these famous Delphiniums we recommend most urgently that this very valuable strain be incorporated in the Delphinium list.

Tr. Pkt.....\$1.00 $\frac{1}{4}$ oz.....\$2.00 Oz.....\$7.00
DELPHINIUM Continued on Next Page

Hardy Biennial and Perennial Flower Seeds (Continued)

Helianthemum—Rock, Sun Rose

Mutabile. Exceedingly pretty, low growing evergreen plants forming broad clumps which during their flowering season, July to September, are quite hidden by a mass of bloom. Well adapted for the front of the border, the rockery, or a dry, sunny bank. Choice mixed varieties.
Tr. pkt. 20c Oz. 80c

Helianthus—Hardy Sunflower

Perennial Mixed. Contains the finest single flowering hardy perennial sorts. Tr. pkt. 50c Oz. \$3.00

Heliopsis—Orange Sunflower

Pitcheriana. A desirable hardy plant 3 to 4 feet high. Flowers are of beautiful deep golden yellow color about 2 inches in diameter. Of very thick texture and very graceful for cutting.
Tr. pkt. 15c Oz. 60c

Scabria excelsa. Rich chrome yellow flowers turning to a bright yellow as they mature. These are almost double, having from 4 to 5 rows of petals. They are produced very profusely. The plant is of robust growth, about 3 feet high, and makes an effective display of flowers from July to the end of August. Tr. pkt. 20c Oz. 75c

Heuchera—Coral Bells

Sanguinea. One of the finest hardy perennials. The flowers are rich bright coral red. The leaves are light green and slightly hairy. Excellent for cutting; 30 inches. Tr. pkt. 50c 1/8 oz. \$1.00 1/4 oz. \$1.50

Hibiscus—Giant Mallows

A wonderfully improved form of our native Marshmallow in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. Our colors are saved from segregated plants and will come true.

	Tr. pkt.	Oz.	1/4 lb.
Giant Dark Red....	\$0.15	\$0.60	\$2.00
Giant Mallow Pink....	.15	.60	2.00
Giant Rose....	.15	.60	2.00
Giant White, Crimson Eye....	.15	.60	2.00
Giant Mixed....	.15	.50	1.50

Hollyhock—Althaea Rosea

Imperator (New). Very large, double blooms with elegantly and deeply fringed outer petals and a very double crested rosette in the center. Includes many charming color combinations of choice delicate tints. Tr. pkt. 40c Oz. \$2.00

Triumph (New). Of branching habit, 4 to 5 feet tall. Blooms 10 days earlier than others. Has very double flowers composed of attractively waved and fringed petals. Many splendid and rich colors. Tr. pkt. 40c Oz. \$2.00

Double Bright Rose	Double Salmon-Rose
Double Red	Double White
Double Maroon	Double Yellow
Any of the above: Tr. pkt. 30c Oz. \$1.25 1/4 lb. \$4.00	
Double Newport Pink, Tr. pkt. 30c Oz. \$1.50	1/4 lb. \$4.50
Double Mixed, Tr. pkt. 25c Oz. \$1.00	1/4 lb. \$3.50
Single Mixed, All colors, Tr. pkt. 15c Oz. 50c	1/4 lb. \$1.50

For Honesty, see Lunaria.

Hypericum Polyphyllum

Spreading Yellow Flowers. Tr. pkt. 35c

Iberis—Hardy Candytuft

Gibraltarica hybrida. White shading to lilac. 12 inches high. Tr. pkt. 20c Oz. 75c

Sempervirens. The popular hardy white variety. Tr. pkt. 40c Oz. \$2.00

Incarvillea—Hardy Gloxinia

Delavayi. A showy plant for the hardy border producing large Gloxinia-like rose-colored flowers on 15 to 18-inch high stems during June and July. Should be well protected with leaves or litter during the winter. Tr. pkt. 50c Oz. \$3.50

Japanese Iris

Kaempferi (Japanese Iris). The seeds we offer have been saved from an unrivaled collection and will produce flowers of the highest merit. Tr. pkt. 20c Oz. 75c

Lathyrus—Hardy Sweet Pea

Showy, free-flowering hardy perennial climbers for covering old stumps, fences, etc. Continually in bloom, fine for cutting.

	Tr. pkt.	Oz.
Latifolius "White Pearl," The finest white. 1/4 lb. \$2.00	\$0.15	\$0.60
Pink Beauty, Rosy pink. 1/4 lb. \$1.50	.15	.50
Red, Rosy red. 1/4 lb. \$1.50	.15	.50
Mixed. 1/4 lb. \$1.25	.10	.40

Lavandula—Sweet Lavender

A very fragrant hardy perennial. Always in good demand. Tr. pkt. 20c Oz. 75c

Liatris—Blazing Star, Gay Feather

Pycnostachya. Most showy and attractive with its long spikes of rosy purple flowers from July to September; 5 feet.
Tr. pkt. 25c Oz. \$1.00 1/4 lb. \$3.00

Scariosa. Deep purple flowers on graceful stems 3 to 4 feet high. Tr. pkt. 30c Oz. \$1.50

Lilium

Philippineuse formosanum (Selected Pure White Strain). A truly remarkable Lily with umbels of large, white, long trumpet-shaped flowers, like an Easter Lily. Will bloom in 6 to 8 months from the time seeds are sown. Very fragrant. 2 to 3 feet.
Tr. pkt. 40c Oz. \$2.00

Regale. This wonderful lily is easily grown from seed, flowering the second season. Tr. pkt. 20c Oz. 75c 1/4 lb. \$2.50

Tenuifolium (Coral Lily). Bears in profusion medium-sized flowers of perfect form and of dazzling coral red. Excellent for the rock garden or for forcing; 1 to 2 feet; May. Perfectly hardy.
Tr. pkt. 30c Oz. \$1.50

Linaria

Cymbalaria (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A charming, neat, hardy perennial trailing plant.
Tr. pkt. 30c Oz. \$1.50

Linum—Flax

Perenne (Blue Flax). A desirable plant for the border or rockery. Light graceful foliage and large blue flowers all summer long. Grows 18 inches high. Tr. pkt. 10c Oz. 40c 1/4 lb. \$1.25

Flavum. Yellow, June-Sept.; 2 feet. Tr. pkt. 40c 1/4 oz. \$1.00

Lobelia

Cardinalis (Cardinal Flower). Brilliant scarlet blooms.

Tr. pkt. 50c 1/4 oz. \$1.50 Oz. \$5.00

Syphilitica (Great Lobelia). Large spikes of lovely blue flowers from July to September. 2 to 3 feet. Tr. pkt. 50c 1/4 oz. \$1.25

Lunaria—Honesty, Moonwort

Biennis alba. A very showy biennial grown primarily for the glistening silvery membrane of its seed pods which are splendid for winter bouquets. May be grown as an annual if sown early in the year. Produces attractive white blooms which are splendid for cutting.
Tr. pkt. 15c Oz. 60c 1/4 lb. \$2.00

Lychnis—Rose Campion, Maltese Cross

Tr. pkt. Oz. \$0.40

Chalcedonica. Fine scarlet flowers; 2 feet. 1/4 lb. 1.25. \$0.15 Oz. \$0.40

Haageana, Hybrids. Brilliant orange, scarlet, crimson, etc. in mixtures; 1 foot.30 1.50

Arkwrighti. New large flowering variety, various colors.25 1.25

Viscaria spendens. Bright rose-red. Very showy; 1 foot.15 .60

Lythrum—Rose Loosestrife

Roseum superbum. A very pretty hardy perennial. Grows about 3 to 4 feet high and produces spikes of rosy flowers from July to September. Tr. pkt. 20c Oz. 75c

Lupinus Polyphyllus—Washington Lupine

Effective plants, producing large spikes of flowers during May and June. They require only well-prepared garden soil, preferably in a semi-shady location; 3 feet.

Tr. pkt. Oz. \$0.50

Roseus. 1/4 lb. \$1.50.15 .25

Blue. 1/4 lb. 75c.10 .25

White. 1/4 lb. \$1.00.10 .30

Moerheimi. Light and dark pink. 1/4 lb. \$2.50.20 .75

Sunshine. A strong, free blooming variety. The flowers are clear yellow. 1/4 lb. \$1.50.15 .50

Terra Cotta Shades. Very colorful. 1/4 lb. \$2.00.15 .60

Mixed. 1/4 lb. 75c.10 .25

New Regal Hybrids, Mixed. This is an excellent strain, famous for the magnificent, long, and colorful flower spikes it produces. It contains a large number of novel colors not found in any other strain. 1/4 lb. \$1.50.15 .50

Subearnosus (Texas Blue Bonnet). Deep blue flowers on plants 15 inches high. Not entirely hardy in the North. 1/4 lb. 60c.10 .20

Matricaria—Feverfew

Golden Ball. Tr. pkt. 25c Oz. \$1.80

Snow Ball. Tr. pkt. 25c Oz. \$1.80

Myosotis—Forget-Me-Not

Tr. pkt. Oz. \$0.75

Alpestris Royal Blue. Rich indigo blue.20 .75

Alpestris, Messidor. Large rich blue flowers on long stems.25 1.00

Alpestris, Rosea. Rose color.20 .75

Alpestris, Victoria. Azure blue; very fine.30 1.50

Alpestris, Mixed. 1/4 lb. \$1.50.15 .50

Disstictiora Perfection. Large clear blue. Early flowering.50 —

Palustris Semperflorens. The popular ever-blooming variety. Clear blue flowers in sprays.25 1.25

Oblongata, Blue Bird. Large deep blue flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter.50 2.50

Hardy Biennial and Perennial Flower Seeds (Continued)

Nepeta—Mauve Catnip

Mussini. Neat bushes of small lavender-like foliage covered with terminal spikes of pale mauve flowers. Both foliage and flowers are aromatic. Blooms from May to September. 1 ft. Splendid for beds, edging, or rock garden. Tr. pkt..... 40c Oz..... \$2.00

Oenothera—Evening Primrose

Missouriensis (*Macrocarpa*). A splendid hardy perennial for an exposed sunny position either in the border or the rockery. Large yellow flowers, frequently 5 inches in diameter, produced freely from June until August. 12 inches. Tr. pkt..... 50c Oz..... \$3.00

Oenothera Macrocarpa

Yellow. Tr. pkt..... 35c Oz..... \$2.60

Papaver Orientale—Oriental Poppy

	Tr. pkt.	Oz.
Orange-Scarlet	\$0.20	\$0.75
Dawn (Carneum). A beautiful flesh color	.40	2.00
Mahoney. Dark crimson-maroon, shaded mahogany	.50	4.00
Oriflame. Large scarlet	.40	2.00
Princess Victoria. Salmon	.40	2.00
Hybrids, Mixed	.25	1.25

Papaver Nudicaule—Iceland Poppy

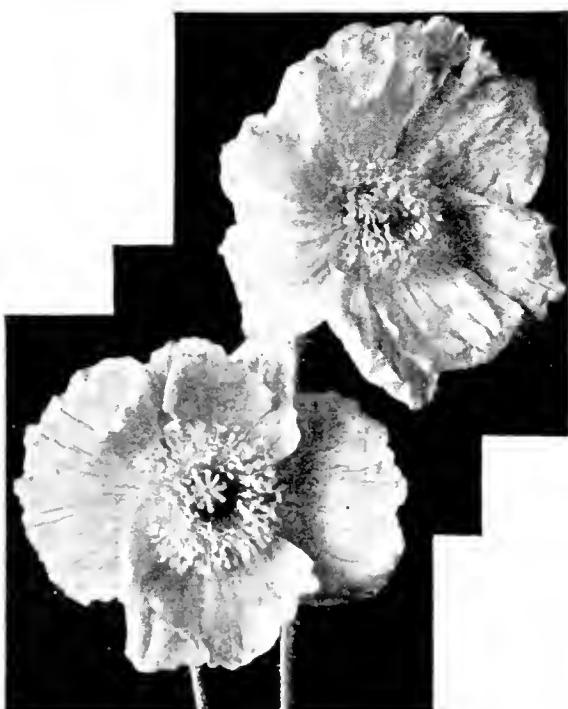
Coonara Pink. A true strain of beautiful pink shades. Tr. pkt..... 50c Oz..... \$2.50

El Monte. A new variety of California introduction. Large flowers of deep tangerine orange. Strong wiry stems making an excellent cut flower. Tr. pkt..... 50c Oz..... \$2.50

Gibson's New Orange. A splendid improvement on the old type Iceland Poppy. The stem is easily six inches longer and much stiffer, making it more valuable for cutting. The bloom is much larger, 4 to 5 inches across. A recommendable variety in every respect. Tr. pkt..... 50c Oz..... \$2.50

Sandford's Giant Strain. A new giant strain with blooms measuring up to 5 inches in diameter carried on stems 2 feet long. Contains many lovely colors. Tr. pkt..... 50c Oz..... \$2.50

	Tr. pkt.	Oz.
Orange-Scarlet	\$0.25	\$1.00
Bright Yellow	.25	1.00
Pure White	.25	1.00
Mixed Colors. 1/4 lb. \$3.00	.25	1.00
New Hybrids (Sunbeam). Mixed	.30	1.50



Iceland Poppy, "The Empress"
Another Desirable New Variety for
Cut Flowers

The Empress

BODGER (INTRODUCER'S) DESCRIPTION

Our new Nudicaule Poppy, The Empress, is truly queen of the Iceland Poppy family. Distinct from all other strains, it is remarkable first for flower form—large, full, well formed flowers, with broad overlapping petals deeply fluted or wrinkled, giving an effect almost of doubleness, an illusion which is most delightful. Secondly, the color range is unique lovely shades of salmon rose and creamy pinks never before seen in Nudicaule Poppies, fascinating tones to intrigue the imagination. The flowers are carried on good strong stems, which make them fine for cutting. Tr. pkt..... 50c

Papaver Nudicaule—(Continued)

The Emperor

BODGER (INTRODUCER'S) DESCRIPTION

The Emperor is without a doubt the best orange Iceland Poppy available, the same type as The Empress, with extremely large fluted petalled flowers, many with an extra row of petals. The color is remarkably true, the same shade as our El Monte, deep tangerine orange, but the flowers are larger, and are borne on very long strong stems. We highly recommend The Emperor. Tr. pkt..... 50c

Pentstemon—Beard Tongue

Most useful showy perennials, flowering throughout the summer months.

Heterophyllus, Blue Gem. Growing about one to two feet high with flowers of a very bright blue color from June to August. Particularly desirable for rock gardens. Tr. pkt..... 40c Oz..... \$2.00

Barbatus coccineus. Spikes of brilliant scarlet flowers; height, 3 to 4 feet. Tr. pkt..... 20c Oz..... .75c

Grandiflorus, Mixed. Containing a great variety of sorts. Tr. pkt..... 40c Oz..... \$2.00

Perennial Phlox

Decussata, Mixed. Seed saved from a fine collection of named sorts. Tr. pkt..... 30c Oz..... \$1.50 1/4 lb..... \$5.00

Physalis—Chinese Lantern Plant

Franchetii. An ornamental variety of the Winter Cherry, forming dense bushes about 2 feet high. Bears a profusion of bright orange-scarlet lantern-like fruits which can be cut and dried, in which shape they are used extensively for floral decorations during the winter.

Tr. pkt..... 20c Oz..... .75c 1/4 lb..... \$2.25

Physostegia—False Dragon Head

Virginica. One of the prettiest hardy perennials. It forms dense bushes, 3 to 4 feet high, bearing freely during the summer months spikes of delicate pink tubular flowers not unlike a gigantic heather. Tr. pkt..... 30c Oz..... \$1.50

Virginica Alba. A pretty white flowered form of the above. Tr. pkt..... 40c Oz..... \$2.00

Platycodon—Japanese Bellflower

Tr. pkt. Oz.

Grandiflorum. Large steel blue flowers..... \$0.25 \$1.00

Grandiflorum Album. Pure white variety..... .25 1.00

Grandiflorum Mariesii. Dwarf blue..... .50 3.00

Grandiflorum Praecox Giganteum (New). A splendid new extra-early flowering variety with magnificent blue flowers measuring 4 in. across. August till frost; 2 1/2 ft. high. .50 2.50

Polemonium—Jacob's Ladder

Coeruleum. Popular hardy perennial with bell-shaped bluish purple flowers nearly 1 in. across; 2 ft.; May to July. Tr. pkt..... 15c Oz..... 50c

Potentilla—Cinquefoil

Charming hardy perennials with brilliant single or double flowers, mostly in orange, red, and crimson tones. They bloom profusely from June to August, and succeed in any soil. 18 inches.

Tr. pkt. Oz.

Double Hybrids Mixed \$0.50 \$5.00

Single Hybrids Mixed20 .75

Perennial Primulas—Hardy Primrose

Tr. pkt. Oz.

Auricula. Choice mixed 1/4 oz. \$1.50 \$0.50 —

Polyanthus Invincible Giant. A grand strain of strong vigorous habit. Large flowers of wonderful coloring.... .50 \$5.00

Polyanthus Giant Munstead Strain. Extra large flowers in white and yellow..... .50 6.00

Polyanthus English Mixed. A very good grade saved from a fine strain containing all colors..... .50 3.50

Japonica (Japanese Primrose). Bright flowers borne in whorls on stems 6 to 9 inches long; mixed colors..... .10 2.00

Vulgaris (English Primrose). Canary yellow, fragrant.... .50 3.50

Pueraria—Japanese Kudzu Vine

Thunbergiana. The fastest growing hardy climbing plant. It will grow 8 to 10 feet the first year from seed.

Tr. pkt..... 10c Oz..... 30c 1/4 lb..... \$1.00

Pyrethrum Hybridum—Persian Daisy

Tr. pkt. Oz.

Roseum, Rose. Bright rose color..... \$0.30 \$1.50

James Kelway. Rich deep scarlet50 2.50

Single, Mixed colors 1/4 lb. \$4.0025 1.25

Grandiflorum, Single, large flowering. Mixed. 1/4 lb. \$6.00 .10 2.00

Double Mixed. Extra select strain.50 5.00

Pyrethrum Aureum

(Golden Feather). Tr. pkt. 10c Oz..... .40c



"Supreme" Quality



Flower Seeds



Hardy Biennial and Perennial Flower Seeds (Continued)

Rosemary—Rosmarinus

Officinalis. An old favorite aromatic herb with delightfully fragrant, light blue flowers. Grows about 2 feet high and should be planted in a warm dry situation and given a little protection.
Tr. pkt..... 20c Oz..... 80c

Rudbeckia—Cone-Flower

Newmani. Dark orange-yellow flowers with deep purple cone borne on stiff, wiry stems. Three feet high. Flowers from July to September.
Tr. pkt..... 25c Oz..... \$1.25

Purpurea (Giant Purple Cone-Flower). Flowers about 4 inches across of a peculiar reddish purple with a remarkably large cone-shaped center of brown. Forms bushy plants 3 feet high and blooms from July to October.
Tr. pkt..... 25c Oz..... \$1.00

Perennial Salvia—Sage

Aurea Grandiflora. A hardy perennial variety producing during August and September spikes of pretty sky blue flowers in great profusion; 3 to 4 feet.
Tr. pkt..... 50c Oz..... \$2.50

Parinacea. Light blue, makes a fine line. Hardy with protection.
Tr. pkt..... 30c Oz..... \$1.25

Parinacea, (Blue Bedder). A more compact form. Flowers a rich deep blue.
Tr. pkt..... 50c Oz..... \$3.00

Saponaria—Soapwort

Ocyoides. A very useful hardy plant for the rockery or the border producing from May to August masses of attractive small bright rose flowers; 8 inches.
Tr. pkt..... 15c Oz..... 50c

Perennial Scabiosa

Caucasica (Blue Bonnet). Valuable for cutting, as the blooms last a long time in water. Color soft lavender-blue; 3 feet.
Tr. pkt..... 40c Oz..... \$2.00

Caucasica Isaacae House Giant Hybrids. A great improvement over *Caucasica*. It is more vigorous, has larger and longer stems, and heavier petals which are ruffled as well as slightly frilled on the edges. Colors range from light to darkest blue, but delicate lilac and mauve shades predominate.
Tr. pkt..... 50c Oz..... \$3.00

Columbaria Pink. Beautiful soft pink flowers 2 to 2½ inches across.
Tr. pkt..... 50c Oz..... \$2.50

Japonica. Bushy plants, 2½ feet in height, and beautiful lavender-blue flowers.
Tr. pkt..... 15c Oz..... 50c

Sidalcea—Prairie Mallow

Rosy Gem. Bright rose flowers on plants 3 feet high. July-August.
Tr. pkt..... 25c Oz..... \$1.00

Stark's Hybrids. A splendid strain producing many different shades. 3 feet high.
Tr. pkt..... 25c Oz..... \$1.25

Silene—Catchfly

Schaffta (Moss Campion, Autumn Catchfly). Bright pink blooms from June to September, 4 inches high.
Tr. pkt..... 25c Oz..... \$1.25

Stachys Lanata

Silver Leaves. Purple flowers.
Tr. pkt..... 15c Oz..... 50c

Statice—Sea Lavender

Splendid hardy perennials either for the border or rockery, producing panicles of minute flowers which can be dried and used for winter bouquets.

Dumosa. Dense clusters of pure silver gray blooms; 30 inches.
Tr. pkt..... 50c Oz..... \$3.00

Latifolia. Purplish flowers.
Tr. pkt..... 25c Oz..... \$1.00

Incana, Mixed. Containing many sorts.
Tr. pkt..... 15c Oz..... 60c

Stokesia—Cornflower Aster

Cyanea, Blue. A beautiful native hardy perennial, growing about 2 feet high and bearing pretty lavender-blue flowers.
Tr. pkt.. 25c Oz... \$1.25

Cyanea alba. Pure white.
Tr. pkt..... 25c Oz..... \$1.25

Mixed.
Tr. pkt..... 25c Oz..... \$1.25

Sweet Rocket—Hesperis

Matronalis, Mixed. An old fashioned hardy garden plant. Grows from 2 to 3 feet high and bears spikes of showy white, lilac, and purple fragrant flowers. Mixed colors.
Tr. pkt... 10c Oz... 25c ¼ lb... 75c

Sweet William—Dianthus Barbatus

There is always a good demand for these beautiful free flowering old fashioned favorites

	Tr. pkt.	Oz.
Single Hotborn Glory. Large flowering auricula-eyed. Mixed colors 1/4 lb. \$1.50..	\$0.15	\$0.50
Single Newport Pink. Salmony rose or Watermelon pink 1/4 lb. \$2.50 ..	.20	.75
Single Scarlet Beauty. Intense bright scarlet. 1/4 lb. \$2.50..	.20	.75
Single Diadem. Crimson with a large white eye.....	.15	.50
Single White.....	.15	.50
Single Velvet Maroon.....	.15	.50
Single Mixed. 1/4 lb. \$1.00.....	.10	.30
Double Flowering Mixed. 1/4 lb. \$2.00.....	.15	.60
Double Single Mixed. Lovely compact plants 6 inches tall in a wide range of colors. Tr. pkt..... 50c Oz..... \$3.50 ¼ lb..... \$10.00		
Double Double Mixed. Tr. pkt..... 40c Oz..... \$2.00		

Thalictrum—Meadow Rue

Aquilegafolium album. Elegant Columbine-like foliage and masses of feathery white flowers during June and July; 3 feet.
Tr. pkt..... 50c Oz..... \$2.50

Aquilegafolium purpureum. Similar to the above excepting in color, which is rosy purple.
Tr. pkt..... 30c Oz..... \$1.50

Dipterocephalum. Its dainty, graceful sprays of flowers, elegantly arranged on stems 4 feet high, are invaluable for cutting. The flowers are a charming shade of violet-mauve, which is brightened by a bunch of lemon yellow stamens and anthers.
Tr. pkt..... 30c Oz..... \$1.50

Thermopsis

Caroliniana. A showy tall growing hardy perennial, producing in June and July long spikes of Lupin-like yellow flowers. 3 feet. Excellent for cutting. Seeds germinate slowly.
Tr. pkt..... 40c Oz..... \$2.00

Thymus

Serpyllum (Wild Thyme). A dwarf perennial with fragrant foliage. Of creeping habit and unexcelled for rock gardens and between stepping stones. Lovely small purple blooms during the summer.
Tr. pkt..... 50c Oz..... \$3.00

Tritoma

Red-Hot Poker, Flame Flower, Torch Lily

Early-Flowering Hybrids. These are easy to grow from seed and they will come into blossom quite quickly. The seed we offer has been saved from a splendid collection.
Tr. pkt..... 30c Oz..... \$1.50

Trollius—Globe Flower

Caucasicus, Orange Globe. A rare variety with large orange flowers that are excellent for cutting. Seeds are very slow germinating. May-June; 18 inches.
Tr. pkt..... 50c ¼ oz..... \$2.25 Oz..... \$8.00

Tunica

Saxifraga. A pretty tufted plant with light pink flowers produced all summer. Useful either for the rockery or the border.
Tr. pkt..... 20c Oz..... .75c

Valeriana—Valerian

Rubra, Mixed. Showy, hardy border plants producing large corymbs of red or white flowers. Fine for bouquets. Mixed colors; 2 feet.
Tr. pkt..... 15c Oz..... 50c

Verbascum Wied.

Dainty Purple Flowers. Tr. pkt..... 25c

Veronica—Speedwell

Maritima (Longifolia). Long spikes of blue flowers from July to September.
Tr. pkt..... 30c Oz..... \$1.50

Repens. A useful rock or carpeting plant with light blue flowers, May-June.
Tr. pkt..... 50c Oz..... \$2.50

Spicata. An elegant hardy border plant growing about 1½ feet high. Has long spikes of bright blue flowers in June and July.
Tr. pkt..... 30c Oz..... \$1.50

Viola Cornuta—Tufted Pansies

	Tr. pkt.	Oz.
Apricot. Apricot yellow, tinted orange.....	\$0.50	\$4.00
Arkwright Ruby (New). Large flowering. Rosy crimson with terra cotta shadings..... (1/8 oz., \$1.50) .50		
Blue Perfection. Deep purplish blue.....	.30	1.50
Lutea Splendens. Rich golden yellow.....	.30	1.50
Papilio (Butterfly Violet). Violet blue with an attractive dark eye40	2.00
White Perfection. Fine pure white.....	.30	1.50
Cornuta Mixed Colors..... (1/4 lb., \$5.00) .30		

Gem Violas

	Tr. Pkt.	1/8 oz.
Jersey Gem (Blue Gem). Lovely, large, pure violet flowers on stems 6 inches long.....	\$0.60	\$2.00
Lavender Gem. Fine lavender.....	.75	2.00
Rosy Gem (New). Lovely deep rose.....	.50	1.25
Yellow Gem. Pure yellow flowers.....	.50	1.25
Gem Varieties Mixed.....	.50	1.25

Vittadina Triloba

"Santa Barbara Daisy." White. Tr. pkt..... 25c

Wallflower

	Tr. Pkt.	Oz.
Single Goliath. Deep velvety brown-red.....	\$0.15	\$0.50
Single Extra-Early Paris. Flowers first season. Mixed colors. 1/4 lb. \$1.00.....	.10	.30
Single Mixed10	.25
Early Wonder Double Mixed30	1.75
Double-Flowering Mixed50	3.00

Yucca—Adam's Needle

Filamentosa. Broad, sword-like foliage and tall, branched spikes of large, fragrant, drooping, creamy white flowers during June and July.
Tr. pkt..... 10c Oz..... 40c ¼ lb..... \$1.25

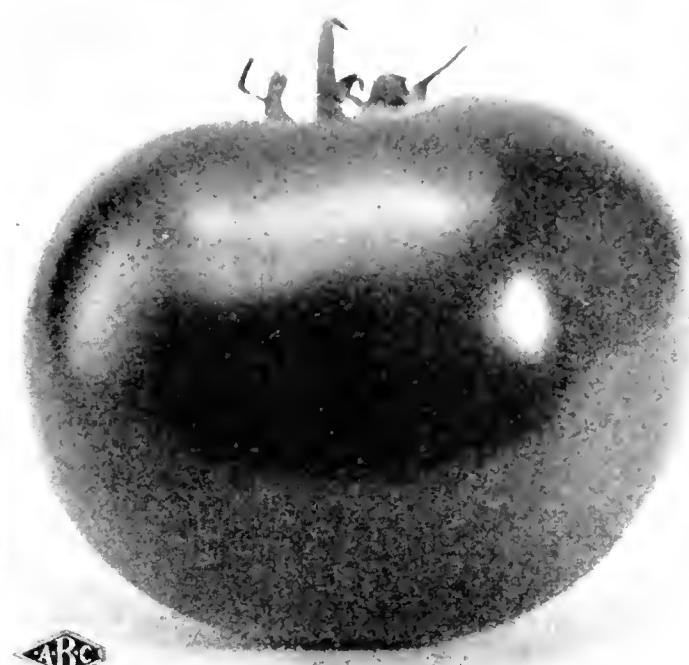
Grow VEGETABLE Plants For Home Garden Trade

A. B. C. "SUPREME" QUALITY VEGETABLE SEEDS

Numerous florist-growers throughout the United States annually realize a handsome profit in the supplying of vegetable plants to their home garden customers; especially tomato plants, for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

NOTE: Where not otherwise quoted, we supply $\frac{1}{2}$ oz. at ounce rate.

SPECIAL NOTE: In the event that you do not find in our listing of VEGETABLE SEEDS the desired kinds we will be glad to supply such, if obtainable and at market price.—A. B. C.



Diener's "Ventura" Tomato—New Blight-Resisting
(See Next Page)

BEETS			
	Oz.	$\frac{1}{4}$ lb.	Lb.
Detroit. Dark Red selected stock	\$0.15	\$0.30	\$0.90
Crosby's Egyptian. Selected	.15	.35	1.00

BRUSSELS SPROUTS

	Oz.	$\frac{1}{4}$ lb.	Lb.
Improved Dwarf	\$0.25	\$0.65	\$2.00

CABBAGE

EARLY OBLONG VARIETIES			
	Oz.	$\frac{1}{4}$ lb.	Lb.
Jersey Queen. (Yellows-Resistant)	\$0.50	\$1.50	\$4.50
Early Jersey Wakefield	.25	.70	2.25

EARLY FLAT AND ROUND VARIETIES

Copenhagen Market	.30	.85	2.75
Marion Market. (Yellows-Resistant)	.75	2.00	7.00
Golden Acre	.45	1.25	4.00
Early Flat Dutch	.25	.65	2.00
All Seasons	.25	.65	2.00
Globe Glory. (Yellows-Resistant)	.60	1.75	6.00

MAIN CROP SORTS

Premium (Late) Flat Dutch	.25	.70	2.25
Chinese or Celery Cabbage	.30	.75	2.50
American Drumhead	.30	.90	3.00
Danish Ball Head (Dwarf Amager)	.30	.85	2.75
Hollander. (Yellows-Resistant)	.50	1.50	5.00
Dutch Winter or Hollander	.30	.75	2.50

SPECIAL NOTE: If in the market for vegetable seeds (any standard kind) in quantity, please submit your list of wants for special quotations. We meet the market.—A. B. C.

CABBAGE (Continued)

SAVOY CABBAGE			
	Oz.	$\frac{1}{4}$ lb.	Lb.
Improved American	\$0.30	\$0.90	\$3.00

RED CABBAGE

Mammoth Rock Red	.30	.90	3.00
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CARROT

	Oz.	$\frac{1}{4}$ lb.	Lb.
Danvers Half Long	\$0.15	\$0.35	\$1.00
Chantenay	.15	.35	1.00
Guerande or Ox Heart	.15	.35	1.00

CAULIFLOWER

	Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	Oz.	$\frac{1}{4}$ lb.	Lb.
New Snowball	\$0.25	\$0.70	\$1.25	\$2.00	\$7.00	
Earliest Dwarf Erfurt	.25	.65	1.15	2.00	7.00	

Dry Weather	.25	.70	1.25	2.15	7.50
Super Snowball	.25	.75	1.35	2.50	9.00

CELERY

	Oz.	$\frac{1}{4}$ lb.	Lb.
Golden Self Blanching Dwarf	\$0.60	\$1.75	\$6.00

CELERY, ROOT

	Pkt.	Oz.	$\frac{1}{4}$ lb.	Lb.
Large Smooth Prague	\$0.10	\$0.30	\$0.90	\$3.00

CUCUMBER

	Oz.	$\frac{1}{4}$ lb.	Lb.
Evergreen or Extra Long			
White Spine	\$0.20	\$0.45	\$1.25
Arlington White Spine	.20	.45	1.25
Improved Long Green	.25	.50	1.50
Chicago Pickle	.20	.35	1.00

EGG PLANT

	Oz.	$\frac{1}{4}$ lb.	Lb.
Black Beauty			
Improved New York Purple	.45	1.35	4.50

ENDIVE

	Oz.	$\frac{1}{4}$ lb.	Lb.
Green Curled Summer	\$0.15	\$0.45	\$1.25
Full Hearted		.20	.50

KALE OR BORECOLE

	Oz.	$\frac{1}{4}$ lb.	Lb.
Excelsior Moss Curled	\$0.15	\$0.35	\$1.00

KOHLRABI

	Oz.	$\frac{1}{4}$ lb.	Lb.
Short-Leaved Early Erfurt	\$0.25	\$0.65	\$2.00
Early White Vienna	.25	.65	2.00
Early Purple Vienna	.25	.65	2.00

LEEK

	Oz.	$\frac{1}{4}$ lb.	Lb.
Large Musselburg	\$0.25	\$0.65	\$2.00

LETUCE

	Oz.	$\frac{1}{4}$ lb.	Lb.
Black Seeded Simpson	\$0.15	\$0.35	\$1.00

GRAND RAPIDS FORCING

	.20	.60	1.75
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CABBAGE AND HEAD VARIETIES

All Seasons	.20	.50	1.50
May King	.15	.40	1.25

VEGETABLE SEEDS Continued on Next Page

A. B. C. "Supreme" Quality Vegetable Seeds (Continued)

DIENER'S NEW

BLIGHT- RESISTING TOMATO

"VENTURA"

(Diener's Description)

"Ventura" is the most perfect Tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. "Ventura" has a very delicious taste, it being a seedling of the Diener tomato, which is known for its wonderful flavor when canned. It is extremely free bearing.

Pkt. 25c Oz. \$1.00 Lb. \$14.00

VEGETABLE SEEDS (Continued)

LETTUCE (Continued)

	Oz.	1/4 lb.	Lb.
All Season	\$0.20	\$0.50	\$1.50
Big Boston	.20	.50	1.50
New York or Wonderful			
No. 12	.25	.65	2.00
Prize Head	.15	.40	1.25
Paris White Cos.	.15	.45	1.25

MUSKMELON

	Oz.	1/4 lb.	Lb.
Extra Early Osage	\$0.15	\$0.45	\$1.25
Paul Rose	.15	.45	1.25
Rocky Ford	.15	.35	1.00
Honey Dew	.20	.50	1.50
Honey Rock	.15	.45	1.25

ONION

	Oz.	1/4 lb.	Lb.
Large Red Wethersfield	\$0.25	\$0.60	\$1.70
Ohio Yellow Globe	.30	.65	2.00
Ideal White Globe	.35	.90	2.75

PARSLEY

	Oz.	1/4 lb.	Lb.
Champion Moss Curled	\$0.15	\$0.30	\$0.80
Hamburg Rooted	.20	.40	1.25

PEPPER

	1/2 oz.	Oz.	1/4 lb.	Lb.
Magnum Dulce Largest	\$0.35	\$0.60	\$1.75	
Sweet Mountain	.25	.45	1.25	

NOTE! If you are in the market for vegetable seeds other than listed in these pages, please write for special prices. We supply all standard kinds at market prices.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell your customers (especially those of your clientele who have been impressed with "chaff mixture"). Put up in attractive cloth bags printed

green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound bags. Price, in any quantity 25c per pound Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED IN BULK: 25 lbs. \$6.50 50 lbs. \$12.75 100 lbs. \$25.00
(Prices on Grass Seed Subject to Market Changes)



Cabbage "Marion Market" (Yellows-Resistant)

(See Previous Page)

SPINACH

	Lb.
Long Standing	\$0.30
Round Leaved	.25
New Zealand	.50

SWISS CHARD

	Oz.	1/4 lb.	Lb.
Cut and Come Again	\$0.10	\$0.25	\$0.75

SQUASH

	Oz.	1/4 lb.	Lb.
Boston Marrow	\$0.10	\$0.25	\$0.75
Summer Crookneck	.15	.35	1.00
Golden Hubbard	.15	.45	1.25
Original Hubbard	.15	.45	1.25

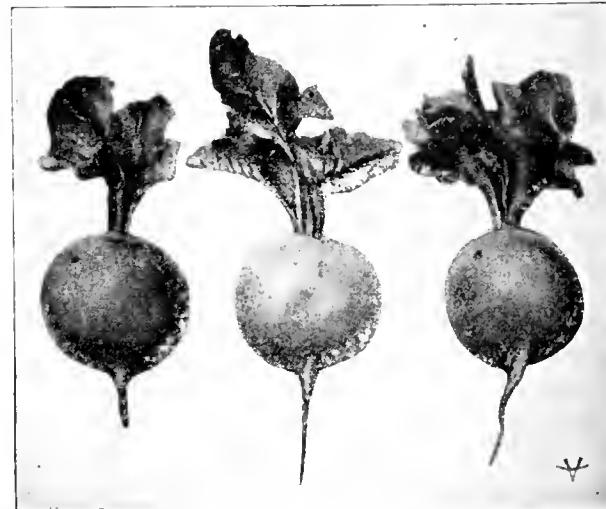
TOMATO

	Oz.	1/4 lb.	Lb.
Bonny Best	\$0.30	\$0.90	\$3.00
Chalk's Early Jewel	.30	.90	3.00
Crimson Cushion or Beefsteak	.50	1.50	4.75
Dwarf Champion	.45	1.25	4.00
Dwarf Stone	.45	1.25	4.00
Earliana	.30	.90	3.00
Early Detroit	.45	1.25	4.00
Golden Ponderosa	.60	1.75	6.00
Golden Queen	.45	1.25	4.25
Greater Baltimore	.30	.85	2.75
John Baer	.30	.90	3.00
June Pink	.45	1.25	4.00
Marglobe	.40	1.00	3.50
Matchless	.30	.75	2.50
Ponderosa	.45	1.25	4.00
Oxheart	.65	2.00	7.50
Stone Improved	.30	.90	3.00
Yellow Pear	.50	1.50	5.00
Yellow Plum	.50	1.50	5.00

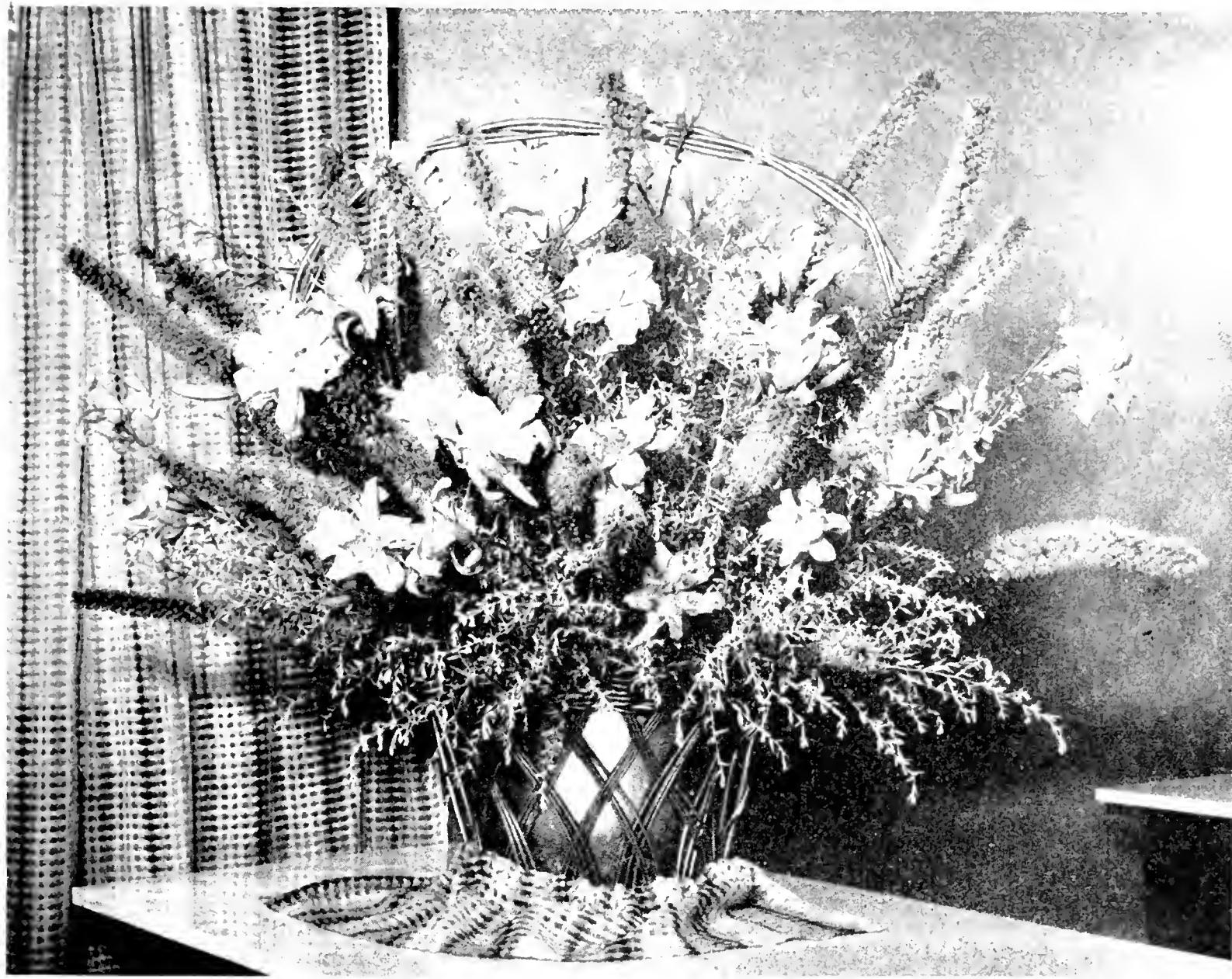
"MICHIGAN STATE" FORCING TOMATO

A self-pollinating wilt-resistant greenhouse variety that is highly recommended.

Oz. \$2.00 1/4 lb. \$6.00 Lb. \$20.00



Radish, Early Scarlet Globe



When Flowers Are Scarce . . . HERE IS THE ANSWER

Here is a basket any florist can produce with a small investment. Please note we have used about 16 nice spikes of Liatris Pycnostachya, 18 nice stalks of Hemerocallis Kwanso Fl. Pl. and a small bunch of Artemesia Silver King for filler.

These items are very easily grown, succeeding in almost any type of soil. Flowers were cut the second week in August from our nursery rows, just at the time of the year when flowers as a rule are very scarce.

100 plants each of the three items used in the basket will require an investment of about \$21.00. These 300 plants will furnish you for many years with a good supply of cut flowers for use in various floral arrangements. To the right is a complete description of the respective kinds mentioned above.

ARTEMESIA

Silver King. Unquestionably one of the best annual decorative plants. Its bright silver-tinted stems and foliage are of great value as a filler for flower sprays, baskets, or all sorts of floral pieces. By cutting and drying the stems it is very valuable in the winter for filler. Florists in our district put high prices for their supplies last winter. It is a showy plant fit for the perennial border or among shrubbery. Height about Per 10. \$1.00 Per 1. \$7.00

LIATRIS

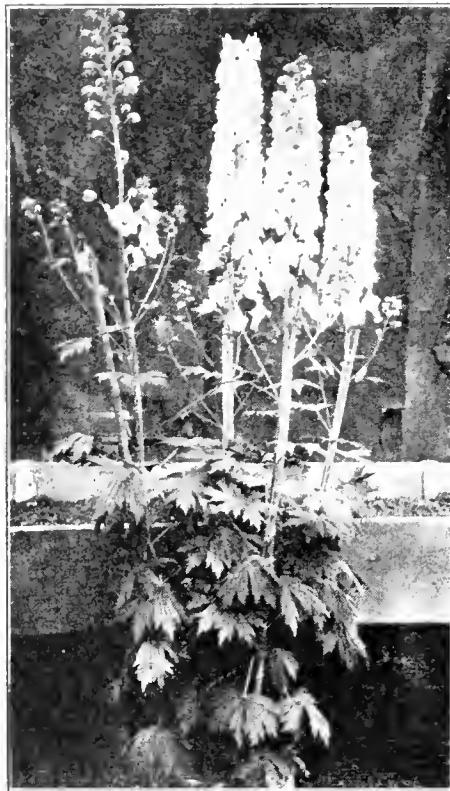
PYCNSTACHYA. A perfectly hardy plant, growing in almost any soil. Very well worthy of a place in the garden. It has a thick, moist root system, which makes it easy to transplant. It is a tall, slender plant, reaching a height of 4 to 5 feet. It flowers in August and September. Cut flowers. Per 10. \$1.00 Per 1. \$7.00

HEMEROCALLIS

KWANSO FL. PL. Limpid, pale yellow flowers with a distinct fragrance. Height about 4 feet. Cut flowers. Per 10. \$1.00 Per 1. \$7.00

Perennial Plants, Peonies, etc.

A. B. C. "SUPREME QUALITY"



Delphinium "Blackmore and Langdon Hybrid"
Forced in a 9-in. Pot.

For forcing we supply specially treated *Delphinium Belladonna* and *Bellammosum*. See alphabetically arranged perennial pages in this book.

2½-inch pot plants. 10.....\$1.50 100.....\$10.00

See also inside front cover of this catalogue for colored illustration, description and price of the new "*Buddleia Hartwegi*."

DAISY DOUBLE "WHITE SWAN"

Here is a Daisy that will compare with the Double Pyrethrums. It produces solid double pure white flowers on good wiry stems from 18 to 24 inches in length. Most of the plants will have from 15 to 20 flowers. Under normal conditions these Daisies usually come into full flower for Memorial Day. 10.....\$2.00 100.....\$15.00

DELPHINIUM Perennial Larkspur

Indispensable to the herbaceous garden. Their long showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.

NOTE! The varieties "Belladonna" and "Bellammosum" are also desirable for forcing.

Belladonna. The most continuous blooming of all, never being out of bloom from June first until cut down by hard frost. The clear turquoise blue of this is not equalled for delicacy and beauty by any other flowers.

.....\$1.00 100.....\$7.00

BLACKMORE AND LANGDON'S DELPHINIUMS ARE WORLD RENOWN FOR THEIR HIGH QUALITY

ASTER, HARDY

Climax. One of the best and showiest, with large pyramidal spikes of large light lavender blue flowers. Very free. 5 feet.
10.....\$1.50 100.....\$10.00

BAPTISIA False Indigo

Australis. A strong growing plant about 3 feet high, suitable either for the border or wild garden with dark green deeply cut foliage and spikes of dark blue, lupine-like flowers; good for cutting.
10.....\$1.00 100.....\$7.00

NEW BUDDLEIA ILE DE FRANCE

Here is an entirely different *Buddleia*. For brilliance of color, grace of its flower spikes and uniform habit of growth this new *Buddleia* greatly surpasses all other varieties. The plants develop into well branched symmetrical bushes 3-4 feet high; the individual flower spikes often measure 10 inches in length, they are brilliant rosy purple with a violet suffusion. Their fragrance adds another feature to their beauty. We offer nice 2-year-old field grown plants.

10.....\$2.00 100.....\$15.00

Belladonna Improved (Cliveden Beauty). Our strain of Belladonna Improved is produced from stock seed of Cliveden Beauty, carefully selected to keep it absolutely pure and true to type. It is far superior to much of the so-called Belladonna Improved that is on the market today. We can thoroughly recommend it to the florist or nurseryman who really is critical and wants the best to be had. It is the finest light blue for forcing or for out-door growing. 10.....\$1.50 100.....\$10.00

Bellammosum. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth, freedom of bloom, but with intensely rich, deep blue flowers. 10.....\$1.00 100.....\$7.00

Blackmore & Langdon Hybrids. For many years, we have grown many different strains of *Delphinium*, having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the pale shades of indigo with a strong run of the most delicate shades of rose, double and single.
10.....\$1.50 100.....\$10.00

EUPATORIUM

Coelestinum (Hardy Ageratum). A fine perennial closely resembling the *Ageratum*, flowers a lavender blue, flowering from August to frost. A fine perennial for florists' use. 12 to 24 inches, good cut flower.
10.....\$1.00 100.....\$7.00

GAILLARDIA

Grandiflora. This is considered one of the most beautiful and desirable plants in cultivation, beginning to bloom in June they continue one mass the entire season. A most beautiful combination of colors. Very fine for cutting. 10.....\$1.00 100.....\$7.00

GYPSOPHILA Baby's Breath

Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden, where a mass of delicate, misty bloom will fill a bare place.

Bristol Fairy. A Double Gypsophila of greater vigor, producing larger panicles of flowers, and having the advantage of blooming more or less continuously all summer, new branches of bloom appearing after the first flush of flowers has passed, if these are cut. We offer (grafted) 3-inch pot plants. 10.....\$2.00 100.....\$15.00
Strong field roots. 10.....\$2.50 100.....\$20.00

Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage, fine for cutting, excellent for border or large rock gardens. July and August. If cut and dried will make excellent filler for winter use. Strong roots. 10.....\$1.00 100.....\$7.00

Paniculata Fl. Pl. A light and graceful cutflower, compatible with all others, no matter of what shape or color; masses of minute double white flowers. Can be used in fresh or dried state.
3-inch pot plants (ready in April). 10.....\$2.50 100.....\$20.00

HELIOPSIS

Double Lemoine Strain. We are growing these for the first time this year from seed. The flowers are exceptionally large for *Heliopsis*, being somewhat on the flat order. Most of them run a good semi-double. The color is a desirable shade of orange and they are exceptionally good for cutting purposes. They grow to a height of 30 inches.
10.....\$1.50 100.....\$10.00

Perennial Plants (Continued)

PEONIES

For Spring Sales—Strong 3 to 5 Eye Roots

While the commercial grower usually plants Peonies in the fall season there is now a rather keen demand from the public in the spring and to qualify this we have stored, under proper conditions, a choice lot of healthy roots, which, if properly planted, should result in satisfaction to the buyer.

Following is a choice list of the better varieties.

	Per 10	Per 100
Felix Crousse. Bright red.....	\$2.00	\$15.00
Karl Rosenfield. Deep red.....	2.00	15.00
Baroness Schroeder. White	2.00	18.00
Avalanche. White	2.00	16.00
Mme. Ducel. Pink.....	2.00	15.00
Mon's Jules Elie. Pink	2.00	16.00
Sarah Bernhardt (Apple Blossom). Pink.....	3.00	25.00
Souv. DeChas Gombault. Tricolor.....	2.00	18.00
Chas. McKellipp. Deep red.....	2.00	18.00
Pres. Taft (Hydrangea). Pink.....	3.00	25.00
Peonies under color—Red, pink or white.....	1.50	12.00

PYRETHRUM (Painted Daisies)

Roseum Hybridum. Very hardy and one of the choicest of perennials. The attractive fernlike foliage is interesting when the plants are not in bloom and the flowers ranging from pure white through shades of pink to deep crimson are beautiful on the plant or as cut flowers. They flower the last of May and through June. 10.....\$1.00 100.....\$7.00

RUDBECKIA

Purpurea. Peculiar reddish-purple flowers with a very high, large brown cone-shaped center, on 2 to 3 feet stems. July to October. A splendid plant for the border. 10.....\$1.00 100.....\$7.00

SCABIOSA Pincushion Flower

Handsome border plants, succeeding in any ordinary soil if well drained, in a sunny location, and should be grown in every garden where cut flowers are wanted; they last a long time when picked and placed in water.

Caucasica (Blue Bonnet). A soft and charming shade of lavender; commences to bloom in June, throwing stems 18 to 24 inches high until September. 10.....\$1.50 100.....\$10.00

Gt. Isaac House Hybrids. A fine strain of extra large flowered blue shades. 10.....\$2.00 100.....\$15.00

STATICE Great Sea Lavender

Latifolia. A most valuable plant either for the border or rockery with leathery leaves and immense candelabra-like heads, frequently 1½ feet high and 2 feet across, of purplish-blue minute flowers during July and August; these, if cut and dried, will last in perfect condition for months. 10.....\$1.50 100.....\$10.00

THERMOPSIS

Caroliniana. A lovely lupine-like plant with rich green foliage growing about two feet high. In June and July, yellow pea-like flowers are produced in racemes, six to twelve inches long. The general appearance is that of a yellow lupine. 10.....\$2.00 100.....\$15.00

TUNICA Coat Flower

Saxifraga Fl. Pl. Pink flowers in the greatest profusion. 2-inch pots. 10.....\$2.00 100.....\$15.00



New Gypsophila "Bodgeri"

TRITOMA Red Hot Poker

Pfitzeri. Rich orange-scarlet blooms borne on stems 3 feet high, very attractive for mass planting or singly in the border. In bloom from August to October. Succeeds in any garden soil, but responds quickly to liberal feeding. Must be protected in winter.

10.....\$1.50 100.....\$10.00

For Complete Listing of Perennial Plants. Please Consult Our "Special Hardy Plant Catalogue" Copy Mailed Free After February 15, 1937—A.B.C.

NEW GYPSOPHILA "BODGERI"

(See Illustration)

Destined, we believe, to become as popular as the well-known Gypsophila "Bristol Fairy." You can cut flowers with 12-inch stems and the beauty about this new plant is that it does not seem to have a rest period, blooming all summer long. Opening white, the blooms change in a few days to flesh pink. In cool weather in the fall all flowers are bright pink. Perfectly hardy and highly recommended for cutting.

2½-inch pot plants ready March, 1937. 10.....\$2.00 100.....\$15.00

HYDRANGEAS

Varieties Best Suited to the Florist Trade.

(4-inch, 5-inch, 6-inch and 7-inch pots)

For Fall 1937 Delivery. (Prices on application.)

POLYANTHA, OR "BABY ROSES"

XXX Forcing Grade

Red and pink, salmon, etc. (Prices on application.)

CLIMBING ROSES

XXX Forcing Grade

Dorothy Perkins. Shell-pink.

Eugene Jacquet. Large clusters of bright red double flowers.

Paul's Scarlet Climber.

Marie Gouchault. Brilliant light red and salmon-pink, etc.

SPIRAEA (Astilbe Clumps)

The old-time favorite pot plant for Easter and Mother's Day blooming. Pink and white varieties in best named sorts.

Note! It is important that roots be frozen before potting. Grow 90 days for Easter flowering; grow 75 days for Mother's Day flowering.

NUMEROUS PERENNIAL PLANTS PROVIDE DESIRABLE CUTFLOWERS

A Select List of Novelty Hardy Chrysanthemums



Hardy Chrysanthemum "Alladin"

A. Barham. Beautiful orange-bronze, flowering in October.

R. C.....10...50c 100..\$3.00 1000..\$25.00
2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Aladdin. The Perpetual Flowering Mum. Exquisite warm coppery-bronze, starting to flower in August and continuing through the Fall season.

R. C.....10...50c 100..\$3.00 1000..\$25.00
2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Barbara Cumming. Large flowering, clear yellow shading to orange-bronze. October.

R. C.....10...50c 100..\$3.00 1000..\$25.00
2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Beatrice. Large flowering cerise-red. October and November.

R. C.....10...50c 100..\$3.00 1000..\$25.00
2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Brilliancy. Early single bright red with yellow halo. October.

R. C.....10...70c 100..\$5.00 1000..\$45.00
2" pot plants. 10..\$1.00 100..\$8.00 1000..\$70.00

Crimson Glory. Pompon bright crimson flowers are produced in early October.

R. C.....10...70c 100..\$5.00 1000..\$45.00
2" pot plants. 10..\$1.00 100..\$8.00 1000..\$70.00

Crimson Splendor. Rich crimson-maroon, golden w. center. Late September.

...10...70c 100..\$5.00 1000..\$45.00
10..\$1.00 100..\$8.00 1000..\$70.00

Dazzler. Single flowers of brilliant cardinal-red. First part in October.

R. C.....10...	50c	1000..\$25.00
100.....\$3.00	1000.....	\$50.00
2" pot plants. 10.....	80c	
100.....\$6.00	1000.....	\$50.00

Distinction. Pompon. Yellow flowers tipped bronze. Middle of October.

R. C.....10...	60c	
100.....\$4.00	1000.....	\$35.00
2" pot plants. 10.....	90c	
100.....\$7.00	1000.....	\$60.00

Early Bronze. Lively bronze-yellow. Late August on.

R. C.....10...	50c	
100.....\$3.00	1000.....	\$25.00
2" pot plants. 10.....	80c	
100.....\$6.00	1000.....	\$50.00

Emma Marie. Large double rich lemon yellow.

R. C.....10...	60c	
100.....\$4.00	1000.....	\$35.00
2" pot plants. 10.....	90c	
100.....\$7.00	1000.....	\$60.00

Fern Ridge. Single fiery-red with high orange center. October.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

Grenadier. Bright crimson-red with an underlying sheen of bronze. Large flowering.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

Granny Scoville. Large flowering coral-bronze.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Gypsy Girl. Single type, crimson in color shading to chestnut.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

Idolph. Midseason. Color of flowers desirable rose-pink.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

Jean Cumming. Large flowering pure white with yellow center.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Jean Treadway. Large flowering pink shading to dark rose toward center.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Jewell. Pompon. Bright pink blooming in October.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Kuzuka. Color bright pink with an anemone or quilled center of yellow. October.

R. C.....10...	70c	100..\$5.00 1000..\$45.00
2" pot plants. 10...	SI.00	100..\$8.00 1000..\$70.00

Mawii. Low growing plant producing small pink flowers with dark center early in the season.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Modesty. Large single blooms of lilac-rose. September.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Mrs. H. E. Kidder. Early bright yellow. Large flowering type.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Murillo. Full flowers of medium size, color is a beautiful shade of pink. October.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

Persia. Semi-double flowers of deep rosy-carmine. October.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Pink Cushion. Compact grower producing beautiful pink flowers early in the season and continuing until frost. Very effective in the rock garden.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

Rapture. Lovely medium sized, double flowers combining a beautiful deep orange with a lively suffusion of bright carmine. Blooms in September.

R. C.....10...	60c	100..\$4.00 1000..\$35.00
2" pot plants. 10...	90c	100..\$7.00 1000..\$60.00

Rozika. A medium shade of pink, flowering in September.

R. C.....10...	70c	100..\$5.00 1000..\$45.00
2" pot plants. 10...	SI.00	100..\$8.00 1000..\$70.00

Ruth Cummings. Flowers are a rich bronze terra-cotta in color.

R. C.....10...	50c	100..\$3.00 1000..\$25.00
2" pot plants. 10...	80c	100..\$6.00 1000..\$50.00

A Select List of Novelty Hardy Chrysanthemums

Ruth Marion Hatton. Decorative pompon type. Blooms early producing bright canary-yellow flowers. September.

R. C.....10...50c 100..\$3.00 1000..\$25.00

2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Snowdrift. Aster type. When in full bloom the flowers completely cover the plant. October.

R. C.....10...60c 100..\$4.00 1000..\$35.00

2" pot plants. 10...90c 100..\$7.00 1000..\$60.00

Sunkist. Medium sized flowers of bright orange. September.

R. C.....10...60c 100..\$4.00 1000..\$35.00

2" pot plants. 10...90c 100..\$7.00 1000..\$60.00

Vivid. A very striking and effective variety producing rosy-crimson flowers in the month of September.

R. C.....10...50c 100..\$3.00 1000..\$25.00

2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Winnetka. Pure white. Flowers in September.

R. C.....10...50c 100..\$3.00 1000..\$25.00

2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Yellow Gem. Bright canary-yellow. Excellent for cutting.

R. C.....10...50c 100..\$3.00 1000..\$25.00

2" pot plants. 10...80c 100..\$6.00 1000..\$50.00

Rooted cuttings ready from February on.

2" pot plants ready from April 1st on.

strong established field grown plants which of course, are disease free.

Cuttings will be ready for shipment from February on, and 2" pot plants from April 1st on. This set of Korean Chrysanthemums is very popular and the demand is still ahead of production. Last year it was impossible for us to take care of the demand. This year our production will be greater. However, it is important that you make reservations.

KOREAN VARIETIES

Apollo. Superb autumn color, a sparkling combination of bronze, red, and gold suffused with glowing salmon. The single flowers are 2 inches across.

Ceres. A lovely combination of old-gold, chamois yellow, and soft coppery bronze. The mature flowers appear as if dusted with gold.

Daphne. Altogether a new shade of pink. It is an exquisite blending of Daphne-pink, with an underlying sheen of lilac-rose, enhanced with prominent golden stamens in the center. The flowers measure about 3½ inches in diameter.

Dazira. When first opening the flowers are a delicate pink but eventually turning to white. The single flowers measure about 2¼ inches in diameter.

Diana. Chantenay-rose-pink, mingled with lilac-rose to soft salmon, the tones of which vary with the degree of light.

Innocence. An effective dwarf growing hybrid for rockery or border. The single flowers measure 2½ inches across which at first are pure white but later change to soft pink.

Mars. Deep amaranth-red changing to wine-red, overlaid with a velvety sheen.

Mercury. The nicely formed, 3-inch single flowers open bronze red and change to coppery bronze as they mature.

R. C.....10...80c 100..\$6.00 1000..\$50.00

2" pot plants. 10..\$1.00 100..\$8.00 1000..\$75.00



Hardy Chrysanthemum "Korean Type"

KOREAN VARIETIES (Cont.)

Fortuna. Very vigorous plant of medium height and covered with unique curly petaled ox-blood flowers 3-4 inches in diameter.

Hestia. The nicely formed semi-double flowers are very delicate rose-pink with a white halo around the small yellow disc.

Juno. Single flowers opening a coppery red and fading with age to a salmon flesh.

Niobe. Flowers over 2½ inches in diameter of clear glistening white with yellow disc are freely produced fully covering the plant.

Nysa. The color of the flowers is a clear rosylilac. They measure about 3 inches in diameter.

Psyche. Single blooms are from 4-5 inches across and are of a clear lively shell pink.

Sappho. Compact dwarf plants covered with good sized pure yellow single flowers.

Thalia. The duplex flowers are of a lively orange shade and excellent form.

Vesta. The flowers are of a deep golden orange shade almost duplex and measure about 2½ inches in diameter.

R. C.....10 \$1.20 100 \$10.00 1000 \$ 85.00

2" pot plants. 10 \$1.70 100 \$15.00 1000 \$125.00

KOREAN VARIETIES (Cont.) 1936 Introductions

(It Is Claimed That This Is the World's Best Collection)

Clio. Dwarf compact plant of pleasing habit producing masses of deep carmine-rose duplex flowers.

"KOREAN" CHRYSANTHEMUMS HAVE BECOME EXTREMELY POPULAR WITH THE TRADE



Begonia "Marjorie Gibbs"

Early orders for Begonias "Marjorie Gibbs" and "Melior" will, we believe, obviate the possibility of buyers being disappointed later on.

The New Double Begonia "Westport Beauty"

A new, outstanding Begonia of semperflorens type, with perfectly double flowers which do not drop.

The large rose-pink flowers are carried in graceful clusters of eight or ten, and are produced in great profusion.

The result of a cross between Begonia multiflora and Begonia semperflorens, "Westport Beauty" is practically ever-blooming. A well-flowered plant may be had in a three-inch pot, while by keeping the buds picked off, it can be grown to six-inch size.

Making an exceptionally pretty pot plant, of easy culture, it will prove invaluable for holiday sales, especially for Mother's Day.

As a bedding plant, "Westport Beauty" tops all other Begonias.

Easily propagated by cuttings, it grows rapidly with no more care than required by bedding Begonias.

Awarded: Certificate of Merit at The Chelsea Show, England, May, 1936.

First Prize at the Dresden Exposition, Germany, 1936.

Price - 2½-inch pot plants: 100.....\$30.00 1,000.....\$250.00

This novelty is offered without any patent restrictions and at a reasonable price, we can not accept any orders for less than 100. Delivery from February, 1937. All orders filled in rotation.

BEGONIAS

"Marjorie Gibbs," "Melior" and "Lady Mac". Produced by a specialist. 2¼-inch plants for delivery May-June, 1937.

Prices on application. Early orders advisable, especially for "Marjorie Gibbs".

CALCEOLARIAS

From 2¼-inch pots. Fall, 1937, delivery. Produced by a grower who is fully conversant with the "know-how" of producing plants that satisfy.

100

Valentine Greeting (New). Requires no forcing with light. Night temperature 54-56° will bloom it for Valentine's Day. Includes all beautiful colors imaginable—bright scarlet, red, orange and art shades..	\$12.00
Perfect Model Improved (Jamesii). In all colors.....	8.00
Feltham Glory (Multiflora Nana). Yellow, orange, mahogany	10.00
Barmi Strain	10.00
Multiflora Nana . Choicest assortment. German, English and domestic strains.....	10.00
Easter Greeting . All finest colors, midseason or late...	12.00
James' Goliath (New). All finest colors, mammoth blooms	10.00

MID-SEASON, ETC.

Perfection . Fine assortment of colors—deep pink, yellow, etc.	\$16.00
Pink Beauty . Strawberry red.....	16.00
Stewartii . Clear canary yellow.....	16.00
Gloria . Golden red striated.....	18.00
Bi-Colored . Orange and yellow (quantity limited)....	18.00
Rosackers Brilliant . Red.....	14.00
Little Gem . Golden yellow, "Rugosa type". The "Pompon" of Calceolarias.....	16.00



New Double Flowering Begonia
"Westport Beauty"



Poinsettias

"The Better Varieties"

(Spring 1937 Delivery)

STOCK PLANTS OF "SUPREME" QUALITY

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

Special Note: A saving for you. On all orders for Poinsettia stock plants placed before March 1st, 1937, freight will be prepaid to New York, Chicago, Philadelphia, Detroit, Cleveland, Cincinnati, Omaha and Kansas City, after which time prices quoted above are F. O. B. shipment, California.

Ruth Ecke

(U. S. Patented)

A real improvement over Oak Leaf. Produces more bracts per plant, brighter red and more pliable, preventing bruising in handling. Can be grown at lower temperature and bracts on late cuttings are more perfect.

\$30, \$50, also \$75 per 100 for heavy stock plants that will produce an average of 25 cuttings per plant. **\$12 per dozen** for jumbo plants weighing over 3 lbs., which should produce 50 cuttings the first season.

Mrs. Paul Ecke. A desirable red pot plant variety. Per 100..... \$15.00 \$25.00 \$35.00 \$50.00
According to size.

White Poinsettia. Gaining in popularity due to demand for all white flowers. Especially useful for window decorations.

Per 100..... \$15.00 \$25.00 \$35.00 \$50.00
According to size.

Oakleaf, St. Louis, Double Henriette Ecke, Hollywood, Pink, and True Red.

Per 100..... \$15.00 \$25.00 \$35.00 \$45.00
According to size.

POINSETTIAS (Continued)

Barbara Ecke. Bracts are of bright color similar to that of Mrs. Paul Ecke.			
Per 100.....	\$15.00	\$25.00	\$35.00
According to size.			\$45.00

Improved Henriette Ecke

Ideal for pot plant purposes, has heavier, fleshier bracts, brighter color and grows closer jointed than Henriette Ecke.

Per 100..... \$15.00 \$25.00 \$35.00 \$50.00

Note: Oversized plants can be supplied of the following varieties: Viz. Oakleaf, St. Louis, Double Henriette Ecke, Barbara Ecke, Hollywood and Pink. Per 100..... \$50.00

SELECTED ROSE PLANTS (ALL GRAFTED STOCK)

From 2½-inch pots. Supplied by Hill Floral Products Co., Richmond, Ind. The high reputation of the Hill firm insures absolutely worth-while quality.

NEW ROSES

Lestra Hibberd—Chieftain—Signora.

Per 100.....	\$35.00	Per 1000 (in all quantities).....	\$350.00
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Happy Days—William Ekas.

Per 100.....	\$30.00	Per 1000 (in all quantities).....	\$300.00
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OTHER PATENTED VARIETIES

Better Times—Mrs. F. D. Roosevelt*—Token—Carmelita.

Per 100.....	\$30.00	Per 1000 (in all quantities).....	\$300.00
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***Note!** Orders for this variety cannot be accepted for shipment into the following named states: Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Pennsylvania.

"Better Times" will be supplied to licensed growers who are replacing their old bench plants with young stock at price of \$220.00 per 1000 (if required affidavit is filled out, signed and acknowledged).

American Pride.

Per 100.....	\$30.00	Per 1000 (250 at the 1000 rate).....	\$250.00
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Senior.

Per 100	\$ 30.00
Per 1000	250.00
In lots of 5,000—per 1000.....	240.00
In lots of 10,000—per 1000.....	230.00

Souvenir.

Per 100	\$ 25.00
Per 1000	200.00
In lots of 2500-5000—per 1000.....	195.00
In lots of 5000-7500—per 1000.....	190.00
In lots of 7500-10,000—per 1000.....	185.00
In lots of 10,000 and over—per 1000.....	180.00

(Plus 5c per Plant Royalty)

Mrs. Finch (Not Patented)

Per 100.....	\$25.00	Per 1000 (in all quantities).....	\$250.00
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STANDARD VARIETIES (Not Patented)

Briarcliff—Golden Charm—Hollywood—Joanna Hill—Premier Supreme—Sunkist—Talisman.

Per 100	\$ 25.00
Per 1000	200.00
In lots of 2500-5000—per 1000.....	195.00
In lots of 5000-7500—per 1000.....	190.00
In lots of 7500-10,000—per 1000.....	185.00
In lots of 10,000 and over—per 1000.....	180.00

All plants 50c each in lots less than 25 of a variety. All plants quoted f.o.b. Richmond Indiana.

New Rose — Mrs. Frank Schramm (PATENTED)

Successor to "Briarcliff." Supplied by Premier Rose Gardens, Des Plaines, Ill.

Grafted 2½-inch Plants. \$30.00 per 100 in all quantities.

Cost of Scions	1 2500	500 500	1000 1000
First Year—We furnish eyes.....	12c each	10c each	8c each
Second Year—We furnish eyes.....	6c each	5c each	4c each
Royalty You furnish your own eyes for grafting; 5c each		4c each	3c each
Third Year We furnish eyes.....	5c each	4c each	3c each
Royalty You furnish your own eyes for grafting... 4c each		3c each	2c each

All F. O. B. Des Plaines, Ill. Special Prices on 10,000 or More Scions

All Plant Patent Rights to Become Null and Void After Third Year

Miscellaneous Flowering and Ornamental Plants

A page of desirable plants produced by specialists. Quality A-No. 1 in every respect, and packing such that plants should reach you in the ordinary course in the best of condition. We make a specialty of small plant stock and shall be glad to receive correspondence with regard to your needs along this line.

AGERATUM

	100	1000
"New Improved Riverside." Dwarf, free bloomer, R. C....	\$2.00	\$15.00
Cardinal Mundelein. Dwarf, R. C.....	1.50	12.00
New Purple Beauty, R. C.....	1.75	15.00
Strong 2½ inch on all the above varieties.....	4.00	35.00

ASPARAGUS

Plumosa and Sprengeri. 2½-inch. 100.....	\$4.00	1000.....	\$35.00
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CHINESE EVERGREEN

A very hardy house plant and quick seller to the public. Try a sample lot of 25 plants. Display them prominently and "see them go."	
2½-inch—Per 100	\$12.00
25 at 100 rate

TABLE FERNS (SEEDLINGS) IN FLATS FOR JUNE DELIVERY

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

Adiantum Cuneatum	Pteris Rivertoniana
Aspidium Tsussimense	Pteris Serrulata
Cyrtomium Rochfordianum Compactum	Pteris Serrulata Cristata
Pteris Adiantoides	Pteris Tremula
Pteris Alexandrae	Pteris Victoriae
Pteris Argyraea	Pteris Wilsoni
Pteris Cretica Albo Lineata	Pteris Wimsetti
Pteris Magnifica	Pteris Wimsetti Multiceps
Pteris Mayi	

Any of the above varieties at \$3.50 per flat. 10 flats or more at \$3.25 per flat. We cannot supply less than a full flat of a variety.

PELARGONIUM

"Azalea." Rosy red. Two upper petals darker with blotches and lighter colored lower petals. Free bloomer and very large flowers and clusters. Strong grower. A great favorite with the trade. 2½-inch. Per 100. \$10.00

PHILODENDRON CORDATUM

This climbing genus has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant. A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets. in ½ pots (25 at 100 rate), 100..... \$8.00

SPECIAL NOTE: WE ADVERTISE SEASONABLE PLANT ITEMS IN CLASSIFIED PAGES OF THE FLORIST'S REVIEW FROM TIME TO TIME DURING THE YEAR AND BELIEVE YOU WILL FIND IT WORTH WHILE TO OBSERVE THE SAME.—A. B. C.



Hahn New Branching Ivy

HAHN NEW BRANCHING IVY

This small-leaved English Ivy has become "A one best seller" with the plant trade throughout the country. Many repeat orders for same during the past year suggest that "Hahn's New Branching Ivy" has become a great favorite with the public—a sample shipment will, we believe, convince you of its value. Easily propagated.

2½-inch. 100.....	\$10.00	1000.....	\$90.00
3 -inch. 100.....	25.00		
4-inch. 100.....	35.00		
5-inch. 100.....	50.00		

F. O. B. Shipment
Pennsylvania

LANTANAS

Radiation Red and Caprice Pink. R. C. 100.....	\$2.00	1000....	\$18.00
Strong 2½-inch on above varieties. 100.....	5.00	1000....	45.00

FICUS DOESCHERI

New variegated Rubber; good grower and beautifully variegated. Holds leaves and color.
Mossed rooted layers. 100..... \$20.00
4-inch. 100 30.00
A trial order will convince you of its merits.

FICUS ELASTICA "RUBBER PLANTS"

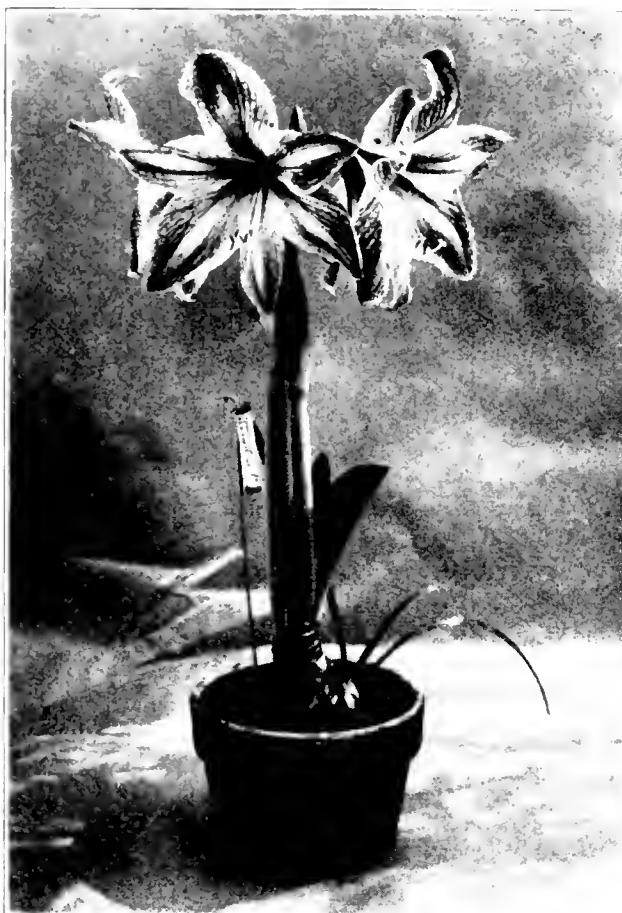
Strong, moss rooted cuttings. This desirable house plant is again coming into favor with the public. (Price on application.)

VERBENAS

Verbenas from rooted cuttings are much superior to seedlings, likewise producing larger flowers as a rule.

	100	1000
New Scarlet Oxfords. Large bloom, solid color, R. C....	\$2.00	\$15.00
True Beauty of Oxfords. Cerise, R. C.....	2.00	15.00
True Beauty of Oxfords. Pink, R. C.....	2.00	15.00
True Beauty of Oxfords. Lavender, R. C.....	2.00	15.00
Scarlet King. Very bright red with eye, R. C.....	2.00	15.00
Schlosser's Pride. Dark red, solid color, R. C.....	2.00	15.00
Improved Helen Willmott. Salmon-pink, R. C.....	2.00	15.00
Royal Purple. With eye, R. C.....	2.00	15.00
Gigantea Alba. Pure white, R. C.....	2.00	15.00
True May Flower. Light pink.....	2.00	15.00
2½-inch plants on all above.....	4.00	35.00

A. B. C. "Supreme" Quality Miscellaneous Spring Bulbs



Amaryllis, Giant American Hybrid

TUBEROUS-ROOTED BEGONIAS

"True Belgian Strain"

For Pot Plants and Bedding. Also the Double Forms are desirable as cutflowers (the stems to be wired).

An early-flowered batch of the showy Tuberous-Rooted Begonias will always be appreciated. And as the tubers are offered either in separate colors or in mixture at reasonable rates, there is no reason why every country florist doing a retail business should not handle a few of them. Both double and single-flowered types may be had. The tubers when received may either be potted at once in a mixture of loam, extremely old manure and sand or placed in peat moss on a bench and lightly sprayed until the top growth and roots start. Usually 4-inch pots will answer well for the tubers, although if larger plants are desired, they can later be given a shift.

These Begonias will grow better if kept fairly warm at this season, 55 degrees at night not being too much. Avoid wetting the foliage as much as possible, and later in the season, as the sun grows in power, some shading during the hottest part of the day will prove beneficial. Not only are the large-flowered Begonias useful as potted plants, but later they are excellent to plant in window or porch boxes where there is considerable shade, as well as for bedding out in positions that are so shady other bedding plants will flower little if at all.

Florists on the West Coast recently found a profitable outlet for Double Tuberous Begonia blooms by utilizing them for corsages and table decoration (the stems being wired). This new fashion is now sweeping the country, the flowers commanding a price on a par with that of Orchids and Gardenias.

PRICES OF TUBEROUS-ROOTED BEGONIAS

Single or Double Varieties in the following colors: Crimson, Rose, Scarlet, Pink, Yellow, Orange, Salmon, White:

	100	1000
1" to 1½".	\$ 5.50	\$ 50.00
1½" to 2".	8.00	75.00
2" and up.	11.00	100.00

Hanging Basket Varieties—Double Camelia Type (*Crispa*), single frilled; also Pendula or Lloydii (Hanging Basket):

	100	1000
1" to 1½".	\$ 5.50	\$ 50.00
1½" to 2".	8.00	75.00
2" and up.	11.00	100.00

Duplex Mixed, Double Frilled Mixed, Marmorata and Marginata:

1¼" to 1½".	100.....\$7.50	1½" to 2".	100.....\$8.50

AMARYLLIS

Giant American Hybrids

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation, and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	Dozen	100
Jumbo bulbs.....	\$4.00	\$25.00
Mammoth bulbs.....	2.75	20.00
Select bulbs.....	2.25	15.00

Amaryllis find a ready sale to the public in dry bulb form. Their extreme ease of culture commends them to every flower lover, coming into flower within a short period of being potted. Likewise they are admirable for florists' show window decoration and pot plant sales.



Double Flowered Tuberous Rooted Begonia

Strong Northern Texas Grown—True to Name Large Flowering Cannas

DORMANT ROOTS, 3 to 5 Eyes

Ambassador. Brilliant red, bronze foliage; 4 feet.

A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade.

Hungaria. 3½ feet. La France pink.

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence.

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet.

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. Handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Green foliage.

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. The President leads the red varieties in the quality and also the quantity of its bloom. The foliage is rich green and burn-proof in the hottest weather.

All the following varieties offered at the special low price
of: 100.....\$4.00 1000.....\$32.00



Canna, The President

The Last Word in Red-Flowered, Green Foliage, Large-Flowering Cannas.

CALADIUM ESCULENTUM ELEPHANT'S EAR

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

100	1,000
5 to 7 inch circumference.....	\$25.00
7 to 9 inch circumference.....	5.00
9 to 11 inch circumference.....	45.00
	7.00
	65.00

GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

1 to 1½ inch. 100.....	\$10.00
1½ to 1¾ inch. 100.....	13.00
2 to 2½ inch. 100.....	18.00

LILY-OF-THE-VALLEY PIPS

A. B. C. "Supreme" Florists' Quality

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley Grower in Germany, and is of unsurpassed quality. We can supply these in cases of 250, 500-1,000 and 2,500 pips from cold storage in Chicago and New York.

Per 100 Pips.....	\$ 5.00	Per 500 Pips.....	\$22.00
Per 250 Pips.....	12.50	Per 1,000 Pips.....	42.00
Per 2,000 Pips.....		Per 1,000.....	\$41.00 per 1,000

LILY OF THE VALLEY

For outdoor planting, we have an especially fine lot of large field clumps and can make shipment of same up to April 1st.

Per dozen.....	\$3.00	Per 100.....	\$20.00
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TUBEROSES

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches. 100.....	\$2.00	1,000.....	\$15.00
Double Pearl. 4 to 6 inches, extra large. 100....	\$3.00	1,000....	\$25.00



Large-Flowering Gloxinia

TEXAS GROWN CANNAS MEAN "QUALITY"



ABBREVIATIONS

C—Cactus
ID—Informal Decorative
FD—Formal Decorative
B—Ball or Show

DAHLIAS FOR THE FLORIST

Worth-While Varieties

AND
HOME
GARDEN
PLANTER

	Each Doz.	100
American Triumph, "C." Oriental red, incurved cactus. 8-in. blooms, straight stems.	\$0.35	\$3.75 \$27.50
Avalon, "I. D." Clear canary-yellow, large flower, long stems15	1.50 10.00
Beauty Supreme, "F. D." Orchid colored sport of "Jersey's Beauty" with same habit cut flower is larger..	.25	2.25 15.00
Chemar's Blue Gem, "F. D." Deep magenta to violet color	.30	3.00 22.50
Dr. John Carman, "F. D." Huge flower of tyrian rose on long strong stems.....	.35	3.75 27.50
Eagle Rock Wonder, "I. D." Shaggy bronze orange flower. One of the most beautiful35	3.75 27.50
El Toreador, "F. D." Medium sized standard. Market red.	.15	1.50 11.00
Fort Monmouth, "I. D." Rich garnet red. Long fine petals. Makes a very graceful flower. An especially good keeper.....	.30	3.25 18.00
Improved Francis Larocca, "F. D." The standard commercial yellow, profuse bloomer	.25	2.25 15.00
Imperial Pink, "F. D." Rich, bright, true pink with primrose shading at the center of the flower.....	.35	3.75 27.50
Jane Cowl, "I. D." Orange, salmon and gold. One of the Dahlia "high-lights" for cutflowers15	1.50 11.00
Jean Kerr, "B". The standard white commercial, "ball-shaped," for cutting.....	.15	1.50 10.00
Jersey's Beacon. Chinese scarlet, large size on strong stems. Very attractive....	.20	2.00 12.00
Jersey's Beauty, "F. D." Rose pink. (See illustration on this page.) Generally considered as the best cutflower Dahlia in commerce today. Fully qualifies in every way...	.15	1.50 10.00
Jersey's Triumph, "F. D." Bright copper, flushed with salmon, same clean type of growth as "Jersey Beauty"	.20	2.00 12.00
Kentucky, "F. D." Salmon-orange sport of "Jersey's Beauty." Early flowering. Profuse bloomer15	1.50 11.00
Kiss Me, "F. D." Bright red and white, tipped and striped bi-color. Not large, but very profuse bloomer..	.25	2.25 15.00
Monmouth Champion, "F. D." Extra large blooms of brilliant orange. Exhibition type30	2.50 18.00
Mrs. A. E. Wheeler, "F. D." Rich violet red, deep round flower, excellent keeper...	.30	3.00 22.50
Mrs. I. de Ver Warner, "F. D." Beautiful orchid-lavender. The standard of its color for many years.....	.20	2.00 12.00
Old Ironsides (New) "B" or "S". Clear lavender-pink. Very worth-while for cutting	1.00



"Jersey's Beauty"—This Wonderful Rose-Pink Dahlia Still Remains as One of the Most Desirable Varieties, Especially from a Cutflower Standpoint

	Each Doz.	100
President Hoover, "F. D." Large copper-red	\$0.30	\$3.00 \$22.50
Rose Fallon, "F. D." Huge old gold flower. Extra long stem30	3.00 22.50
Sagamore, "F. D." One of the best cutflowers. Autumn colors, excellent keeper. Color, bronzy orange..	.20	1.50 10.00
Tamerlane (New) "F. D." Bright, striking cardinal red, exceptional for cut flowers.	1.00
Watchung Wonder, "F. D." Royal red, occasional flecks of gold. Very satisfactory for autumn bloom.....	.30	3.00 22.50
White King, "F. D." Pure white, large commercial size, fine long stems. Has become the standard white in the New York cutflower market20	2.00 12.00

LARGE FLOWERING DAHLIAS Under Color

Various shades of red, pink, white, purple, maroon, yellow or variegated. Desirable for merchandising in dry root form to the public
Doz....\$1.25 100...\$6.50 1000...\$60.00
250 at 1000 rate.

DAHLIAS, LARGE FLOWERING

Mixed. All colors. Likewise desirable for state sales.
Doz....\$1.00 100...\$5.50 1000...\$50.00

POMPON DAHLIAS

Exceptional for Basket Work, Etc

	Each Doz.	100
Honey. Primrose with scarlet center	\$0.15	\$1.50 \$10.00
Little Edith. Yellow tipped orange15	1.65 11.00
Edith Muller. Yellow, tipped with flame.....	.15	1.65 11.00
Special Note! We can supply all worth-while Dahlias in commerce. Please start with us if you do not find what is not the needed kinds A. B. C.		

NOTE: ALL DAHLIAS OFFERED ABOVE ARE "DIVISIONS" READY FOR PLANTING

A. B. C. LILY HEADQUARTERS

The fact that we have consistently supplied from year to year and for many seasons past, numerous of the largest Lily growers in this country and Canada, is indicative, we believe, that A. B. C. "Supreme" Quality Lily Bulbs have obtained an enviable reputation amongst the trade.

The new 1937 crop will be available in due course, and as prices have not been established on some kinds at the time of going to press, we will appreciate receiving a list of your Lily requirements for the coming season, and we will be glad to quote our most favorable figures.

LILIMUM GIGANTEUM

(New Crop from Cold Storage)

	100	Case
6 to 8 inches, 400 to case.....	\$ 6.50	\$17.00
7 to 9 inches, 300 to case....	7.50	18.00
8 to 9 inches, 250 to case.....	7.00	18.00
8 to 10 inches, 225 to case.....	9.00	19.00
9 to 10 inches, 200 to case.....	11.50	21.00

Special price on Giganteum in 25, 50 and 100-case lots. Also carload lots.

LILIMUM NIPPON "Improved Giganteum"

(New Crop) Fall 1937 Delivery

Quantity of this Lily is limited. Nippon forces easy; healthy; more blooms than regular Giganteum. Makes an ideal Easter plant. Try a case. You will be more than pleased. (Price on application.)

No. in Case
400
300
225
200

LILIMUM HARRISII, Bermuda Grown

(Delivery August-September, 1937)

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering. Sizes: 6 to 8 inch, 7 to 9 inch, 9 to 11 inch, 11 to 13 inch. (Prices on application.)

SEE FOLLOWING PAGES FOR ADDITIONAL LIST OF LILIES

LILY-OF-THE-VALLEY PIPS AND CLUMPS (SEE MISCELLANEOUS BULB PAGES IN THIS BOOK)



House of Lilies Produced from A. B. C. Bulbs

A. B. C. IMPROVED "ERABU"

The Most Valuable Florists' Lily Introduced to the Trade in the Past 25 Years (Delivery Fall 1937)

Each case of A. B. C. "Erabu" Lilies contains government certificate insuring you of trueness of type and healthfulness of bulbs. "Erabu" is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom. Recommended for planting in the South where heat control does not always obtain. (Prices on application.)

Size	No. in Case	Size	No. in Case
6 to 8 inch.....	400	8 to 10 inch.....	225
7 to 9 inch.....	300	9 to 10 inch.....	200

A. B. C. Early-flowering

LILIMUM ERABU (Hayai)

(Delivery Fall 1937)

6 to 8 ins., 400 bulbs to case..... Prices on Application
 7 to 9 ins., 300 bulbs to case..... Prices on Application
 8 to 10 ins., 225 bulbs to case..... Prices on Application
 9 to 10 ins., 200 bulbs to case..... Prices on Application

LILIMUM CANDIDUM, Imported French Grown

(Delivery Fall 1937)

Pure white Madonna Lily, bulbs available during August, September and October only. Early orders for this Lily desirable. (Prices on application.)



A. B. C. LILY HEADQUARTERS



"The Aristocrat of Lilies"

Standing Wreath composed of Orchids and Lilium Rubrum (*Magnificum*). "Oriental Orchids." There is no Lily that lends itself so gracefully to floral work of all kinds. Has a particular charm all of its own. Easily grown. Photograph by courtesy of J. H. Small and Sons, Washington, D. C., and New York, N. Y.

LILUM SPECIOSUM MAGNIFICUM—Improved Rubrum

From cold storage. (See illustration above.)

The "Aristocrat" of Lilies for cutflowers. Makes a beautiful standing wreath when used in conjunction with Orchids. Of easy culture. White ground, pink spotted. Recommended for both under glass and outdoor culture.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$16.00
8 to 9 inch—200 to case.....	9.00	16.00
8 to 10 inch—170 to case.....	10.00	16.00
9 to 10 inch—150 to case.....	12.00	16.00
9 to 11 inch—130 to case.....	14.00	17.00
10 to 11 inch—120 to case.....	16.00	17.00
11 to 13 inch—80 to case.....	17.00	17.00
13 to 15 inch—60 to case.....	17.00	

LILUM HENRYI

Similar to the Speciosums in form, height 4 to 5 feet. The beautiful orange flowers with their green band are very effective.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
9 to 10 inch—150 to case.....	12.00	15.00
10 to 11 inch—120 to case.....	16.00	16.00
11 to 12 inch—90 to case.....	16.00	

LILUM TENUIFOLIUM PROVIDES DESIRABLE CUTFLOWERS

LILUM SPECIOSUM ALBUM

White. From cold storage.

	100	Case
7 to 9 inch—220 to case.....	\$12.00	\$24.00
8 to 9 inch—200 to case.....	13.00	24.00
8 to 10 inch—170 to case.....	15.00	24.00

LILUM AURATUM

Gold banded Lily of Japan. From cold storage.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—170 to case.....	10.00	15.00
8 to 10 inch—150 to case.....	11.00	15.00
9 to 10 inch—120 to case.....	14.00	15.00
10 to 11 inch—90 to case.....	16.00	
11 to 13 inch—70 to case.....	16.00	

LILUM AURATUM PLATYPHYLLUM

From cold storage.

	100	Case
7 to 9 inch—200 to case.....	\$11.00	\$20.00
8 to 10 inch—150 to case.....	16.00	22.00
9 to 10 inch—120 to case.....	18.00	22.00
10 to 11 inch—90 to case.....	22.00	
11 to 13 inch—70 to case.....	22.00	

LILUM BATEMANNIAE

This beautiful apricot shaded Lily is easy of cultivation and provides desirable cutflowers.

	Dozen	100
5 to 7 inch.....	\$1.50	\$10.00

LILUM TIGRINUM SPLENDENS, SINGLE

The old-fashioned "Tiger Lily." Florists are again taking up the cultivation of this showy, bright orange Lily, with black spots. Blooms freely out-doors in midsummer and provides showy material for window decoration, basket work, etc.

	100	Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
8 to 10 inch—170 to case.....	10.00	15.00
9 to 10 inch—150 to case.....	12.00	15.00
10 to 11 inch—120 to case.....	16.00	16.00
11 to 13 inch—80 to case.....	15.00	

LILUM TIGRINUM Fl. Pl.

	100	Case
Double flowered, 5 to 7 inch—300 to case.	\$8.00	\$20.00

LILIES GROWN AS POT PLANTS

Numerous Growers Have Found Lilliums Auratum, Magnificum, Tenuifolium and Tigrinum to Prove Profitable when Grown as Pot Plants . . . Especially "Magnificum."

A. B. C. LILY HEADQUARTERS

LILIUM TENUIFOLIUM

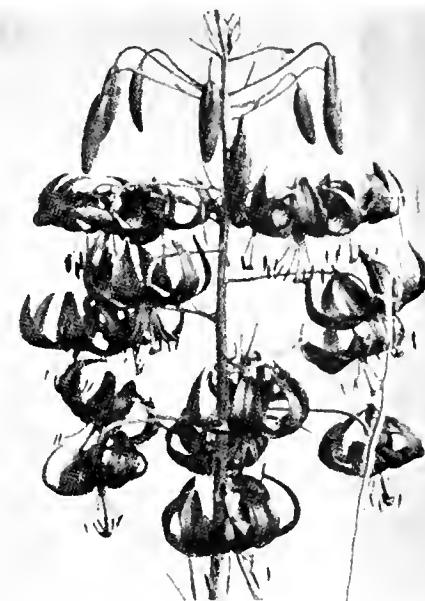
This most desirable narrow-leaved slender Lily grows about 18 inches high, producing pendulous flowers somewhat resembling miniature *Lilium Rubrum*, and are brilliant scarlet, flowering outdoors in June. They should be planted about 4 inches deep and 3 inches apart.

For under-glass culture they can be planted in a Darwin tulip bulb pan, set 4 inches deep, since they are a stem rooting type. They come into bloom in approximately 14 weeks. Also, owing to their slender stems and fine, narrow foliage, *Lilium Tenuifolium* can be planted between carnations right in the benches.

Bulbs of *Lilium Tenuifolium* are now obtainable at a low price, and we believe that florists will find them profitable, especially growers who operate in conjunction a retail store, as they are exceptional for basket work, etc.

PRICES: Strong blooming bulbs — 100 \$8.00 1000 \$75.00

Write for special price on quantity.



Lilium Tenuifolium

Lilies work so wonderfully well into a great variety of basket designs that it will pay you to have a good planting of several varieties we believe.



The Regale Lily

THE REGALE LILY—True Northern Grown

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet; the fragrance is fascinating.

	100	1000
5 to 6 inch.....	\$ 5.00	\$ 40.00
6 to 7 inch.....	6.00	50.00
7 to 8 inch.....	8.50	75.00
8 to 9 inch.....	10.50	95.00
9 to 10 inch.....	13.00	120.00
10 to 11 inch.....	17.00	160.00
11 to 12 inch.....	24.00	225.00

25 bulbs at 100 rate — 250 bulbs at 1000 rate

Our supply of Regale Lilies is from Bulbous Stock, Not Seeds. There's a difference in your favor—namely, the type is true.

VARIOUS LILIES

	10	100
Canadense	\$1.75	\$12.00
Davuricum. Flowers of rich orange shade, flushed red and spotted black. June and July. 2 feet.....	2.00	15.00
Elegans Red	1.75	12.00
Elegans Orange	1.75	12.00
Elegans Ogon. Beautiful yellow.....	1.50	10.00
Elegans Mixed	1.50	10.00
Kramerii	1.50	10.00
Pardalinum. Bright orange-spotted crimson.....	2.75	22.50
Rubellum. Rose pink with yellow anthers.....	1.50	10.00
Superbum (Swamp Lily). Graceful stems 5 to 6 feet, terminating in a pyramid of bright orange-crimson flowers.....	1.75	12.00
Umbellatum Erectum. Red, flushed orange, tall and vigorous	1.75	12.00

A. B. C. "Supreme" Quality GLADIOLUS

Annual Production—Approximately Fifteen Million Bulbs

PINK AND ROSE SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

Mildred Louise (New). Pure deep salmon-pink; petals tipped strawberry-pink, blending to pinary yellow in throat, with faint spectrum penciling. The stem is tall, strong, flexible, but not clubby; very large wide-open florets faced and spaced exceptionally well. 16-22 buds to spike. One of the earliest varieties.

1st Size. 100.....\$6.00	1000.....\$50.00
2nd Size. 100..... 5.00	1000..... 40.00

Mrs. Frank Pendleton. The petals show beautiful rose-pink with deep, rich velvety blood-red blotch on the lower petals. Very popular with florists.

1st Size. 100.....\$2.10	1000....\$16.00
2nd Size. 100..... 1.90	1000.... 14.00

Mrs. P. W. Sisson (New). This is without doubt one of the most beautiful, softest light-pink Glads ever introduced. Large flowers, and five or six open at one time.

1st Size. 100....\$2.30	1000....\$18.00
2nd Size. 100.... 2.10	1000.... 16.00

Pride of Wanakah (New). Fine deep-rose with a deeper blotch in throat.

1st Size. 100.....\$2.10	1000....\$16.00
2nd Size. 100..... 1.90	1000.... 14.00

Remembrance. Deep rose with throat of carmine. Ruffled.

1st Size. 100.....\$2.00	1000....\$15.00
2nd Size. 100..... 1.80	1000.... 13.00

Rose 1910. Early, rose-pink; very desirable cut-flower.

1st Size. 100.....\$1.90	1000....\$14.00
2nd Size. 100..... 1.60	1000.... 11.00

Rose Luisante (Prim). Shell pink, cream throat.

1st Size. 100.....\$1.90	1000....\$14.00
2nd Size. 100..... 1.60	1000.... 11.00

PICARDY

A most sensational flower. This fine Gladiolus, the individual florets all extremely large, slightly ruffled and of heavy wax-like substance, has created a sensation practically every time exhibited. "Picardy" is unquestionably one of the most outstanding recent introductions. Color: Soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. See illustration on first Gladiolus page in this book.

1st Size. 100....\$2.30	1000....\$18.00
2nd Size. 100.... 2.00	1000.... 15.00

See Inside Back Cover for Colored Illustration of Picardy

PINK AND ROSE SHADES

(Continued)

Wolverine. Fine coral-pink. Rose blotch on yellow ground. Fine cut-flower.
 1st Size. 100.....\$2.10 1000.....\$16.00
 2nd Size. 100..... 1.80 1000..... 13.00

WHITE AND CREAM SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

Albatros. The clearest white Gladiolus. Grows 5 ft. tall and has very good substance.
 1st Size. 100.....\$3.30 1000.....\$28.00
 2nd Size. 100..... 3.00 1000..... 25.00

Albania. One of the finest of pure whites.
 1st Size. 100.....\$2.10 1000.....\$16.00
 2nd Size. 100..... 1.90 1000..... 14.00

Joerg's White (New). Very large white with red pencilings on a cream throat.
 1st Size. 100.....\$3.00 1000....\$25.00
 2nd Size. 100..... 2.70 1000.... 22.00

Lily White. Early, pure white flower.
 1st Size. 100.....\$2.00 1000.....\$15.00
 2nd Size. 100..... 1.80 1000..... 13.00

Mary Pickford. Delicate creamy white, throat of finest sulphur-yellow.
 1st Size. 100.....\$2.10 1000.....\$16.00
 2nd Size. 100..... 1.90 1000..... 14.00

Maid of Orleans. Beautiful milky white with cream throat. Tall sturdy grower with eight or more flowers open at one time.
 1st Size. 100.....\$4.50 1000.....\$40.00
 2nd Size. 100..... 4.00 1000..... 35.00

Mammoth White (Immense Pure White). 6 or more immense flowers open at one time, often over 6 ins. across.
 1st Size. 100.....\$3.00 1000.....\$25.00
 2nd Size. 100..... 2.70 1000..... 22.00

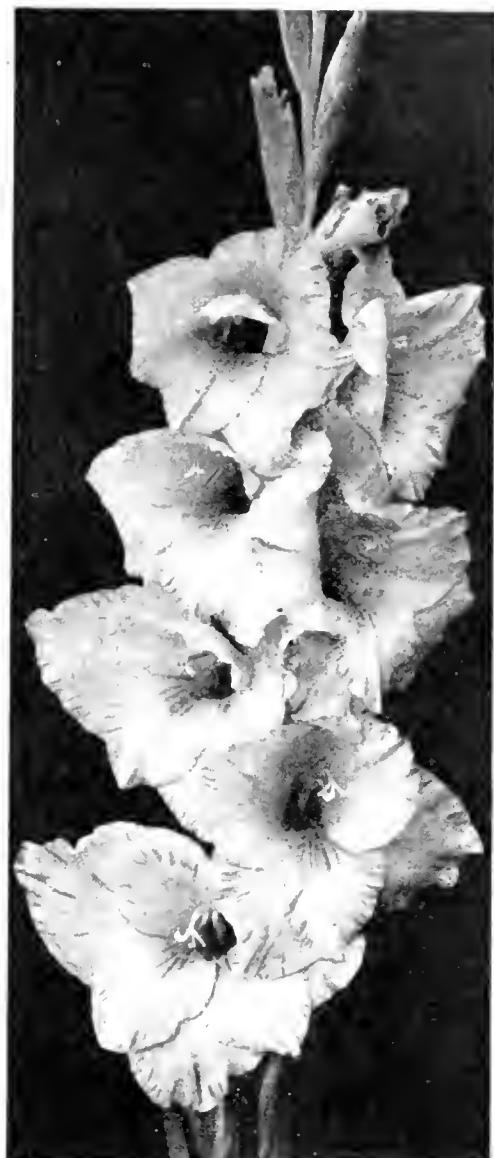
Snow Boy. Tall and stately, pure white, many flowers open at a time, often has only one beautiful blotch on lower petal.
 1st Size. 100.....\$2.00 1000.....\$15.00
 2nd Size. 100..... 1.80 1000..... 13.00

Mrs. F. C. Hornsberger (New). Very good standard white. Probably the best yet introduced.
 1st Size. 100.....\$2.70 1000.....\$22.00
 2nd Size. 100..... 2.40 1000..... 19.00

Peace. Giant white flowers with lillac feathering in the throat.
 1st Size. 100.....\$1.90 1000....\$14.00
 2nd Size. 100..... 1.60 1000..... 11.00

Chicago White. A fine white variety with lavender stripes on lower petals.
 1st Size. 100.....\$1.90 1000....\$14.00
 2nd Size. 100..... 1.60 1000..... 11.00

EARLY ORDERS FOR GLADIOLUS BULBS
WILL, WE BELIEVE, PROVE MUTUALLY
ADVANTAGEOUS



"Albatros"

The Clearest Pure White Gladiolus.
Exceptional for Cutflowers.

IF IN THE MARKET FOR GLADIOLUS IN QUANTITY, PLEASE SUBMIT LIST OF NEEDS FOR SPECIAL QUOTATION.

IMPORTANT to the Forcer

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.

All Gladiolus Offered Subject to Prior Sale!

A. B. C. "Supreme" Quality GLADIOLUS

Annual Production—Approximately Fifteen Million Bulbs

RED AND SCARLET SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

Commander Koehl (New). Large, dark scarlet-red without markings or blotches. Flowers six inches across. Six to seven blooms open at one time.
1st Size. 100... \$3.30 1000... \$28.00
2nd Size. 100... 3.00 1000... 25.00

Crimson Glow.

1st Size. 100... \$2.00 1000... \$15.00
2nd Size. 100... 1.80 1000... 13.00

Dr. Bennett (New). Peach-red, overlaid with flame. Scarlet throat speckled with ruby and white.
1st Size. 100... \$2.50 1000... \$20.00
2nd Size. 100... 2.20 1000... 17.00

Early Sunrise. Large-flowering, salmon-red. Very early, strong grower, massive flowers.
1st Size 100... \$2.30 1000... \$18.00
2nd Size 100... 2.00 1000... 15.00

Flaming Sword. Earliest of all reds, tinted salmon.
1st Size. 100... \$1.90 1000... \$14.00
2nd Size. 100... 1.70 1000... 12.00

Mrs. G. W. Moulton. Giant violet-red or cerise.
1st Size. 100... \$1.90 1000... \$14.00
2nd Size. 100... 1.70 1000... 12.00

Pfitzer's Triumph. Very large, wide open blooms of glowing orange-salmon, almost scarlet. Beautiful.
1st Size. 100... \$2.50 1000... \$20.00
2nd Size. 100... 2.20 1000... 17.00

Red Phipps. A Phipps seedling, bright glowing red. Very large flower, much earlier than Phipps, spikes long, straight and strong. Florets well placed close to spike and open faced placement. A grand variety for long distance shipment. A real prize winner.
1st Size. 100... \$3.50 1000... \$30.00
2nd Size. 100... 3.00 1000... 25.00

Rubini. Very early glowing, salmon scarlet, with lighter throat.
2nd Size. 100... \$2.30 1000... \$18.00

"**PICARDY**" and "**MINUET**"
Provide a Happy Color Contrast
and Both Are Ideal Cutflower
Varieties

Virginia. Won first prize at the American Gladiolus Show, Rochester, N. Y., August, 1925. Also winner of many other awards.
1st Size. 100... \$2.00 1000... \$15.00
2nd Size. 100... 1.80 1000... 13.00

ALL GLADIOLUS OFFERED
SUBJECT TO BEING UNSOLD

PINK AND ROSE SHADES

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

America. Soft lavender-pink.

1st Size. 100..... \$1.90 1000..... \$14.00

2nd Size. 100..... 1.60 1000..... 11.00

Dr. Norton. The finest cream and pink.

1st Size. 100..... \$2.10 1000..... \$16.00

2nd Size. 100..... 1.80 1000..... 13.00

Dr. Van Fleet. A magnificent shade of delicate rose-pink, deeper at edges of all petals.

1st Size. 100..... \$2.30 1000..... \$18.00

2nd Size. 100..... 2.00 1000..... 15.00

Elizabeth Tabor. Earliest of all Glads. Delicate rosy-pink on white ground, lower petals bearing a rich, dark crimson blotch.

1st Size. 100..... \$2.10 1000..... \$16.00

2nd Size. 100..... 1.90 1000..... 14.00

E. J. Shaylor. A beautiful deep rose-pink; slightly ruffled.

1st Size. 100..... \$1.90 1000..... \$14.00

2nd Size. 100..... 1.60 1000..... 11.00

Evelyn Kirtland. The color is a beautiful shade of rosy-pink, shading to light pink toward the center.

1st Size. 100..... \$2.10 1000..... \$16.00

2nd Size. 100..... 1.90 1000..... 14.00

Giant Nymph. Very large, light pink with creamy throat.

1st Size. 100..... \$2.10 1000..... \$16.00

2nd Size. 100..... 1.90 1000..... 14.00

HIGHLAND LADDIE. Massive pink of pleasing shade.

1st Size. 100..... \$2.10 1000..... \$16.00

2nd Size. 100..... 1.90 1000..... 14.00

Jewel. Salmon-pink, yellow throat.

1st Size. 100..... \$1.90 1000..... \$14.00

2nd Size. 100..... 1.60 1000..... 11.00

Los Angeles. Salmon-pink, large, early. A very fine forcer.

1st Size. 100..... \$2.00 1000... \$15.00

2nd Size. 100..... 1.80 1000... 13.00

Mrs. Leon Douglas. This salmon-rose-pink Glad has flame and scarlet splashings which add to the richness of the flower.

1st Size. 100..... \$2.30 1000... \$18.00

2nd Size. 100..... 2.10 1000... 16.00

Mrs. Francis King. A beautiful besnard shade of flame-pink; flowers of giant size.

1st Size. 100..... \$1.90 1000..... \$14.00

2nd Size. 100..... 1.60 1000..... 11.00

If you grow Gladiolus for cutting, do not fail to include at least a nominal number of

PICARDY

(See Inside Back Cover for Colored Illustration and Prices)

Picardy has proved to be the most outstanding cutflower Gladiolus introduced in the past decade and this very worthwhile variety has created no end of unusually favorable comment from the trade and public as well.



Red Phipps

A. B. C. "Supreme" Quality GLADIOLUS

Annual Production—Approximately Fifteen Million Bulbs

SALMON AND APRICOT SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

Apricot Glow (New). A beautiful, clear, soft apricot, on long stem.

1st Size. 100....	\$2.10	1000....	\$16.00
2nd Size. 100....	1.90	1000....	14.00

Betty Nuthall (New). One of the finest Glads today; this orange-pink with its soft yellow throat and beautifully penciled lines of a darker color is a blue ribbon winner at all the shows.

1st Size. 100....	\$2.30	1000....	\$18.00
2nd Size. 100....	2.00	1000....	15.00

Gypsy Lad (New). Rich salmon with ivory throat that is speckled with deep carmine.

1st Size. 100....	\$2.10	1000....	\$16.00
2nd Size. 100....	1.90	1000....	14.00

Halley. A most attractive early blooming sort with large, well-opened flowers of delicate salmon-pink.

1st Size. 100....	\$1.90	1000....	\$14.00
2nd Size. 100....	1.60	1000....	11.00

Helga. Beautiful salmon-rose; one of the finest Glads today.

1st Size. 100....	\$2.00	1000....	\$15.00
2nd Size. 100....	1.70	1000....	12.00

Odin. Salmon color with dark blotches; early, good forcer.

1st Size. 100....	\$1.90	1000....	\$14.00
2nd Size. 100....	1.60	1000....	11.00

Maria. Large flowering, "Improved Alice Tiplady."

1st Size. 100....	\$2.10	1000....	\$16.00
2nd Size. 100....	1.80	1000....	13.00

W. H. Phipps. La France pink, overlaid with light rose-salmon. Lighter toward the center and with lightly speckled ruby markings.

1st Size. 100....	\$2.50	1000....	\$20.00
2nd Size. 100....	2.20	1000....	17.00

ORANGE AND YELLOW SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

Alice Tiplady (Prim.). Rich orange; extra fine and a great favorite.

1st Size. 100....	\$1.90	1000....	\$14.00
2nd Size. 100....	1.60	1000....	11.00

Golden Dream. A very fine deep, pure yellow; by far the best.

1st Size. 100....	\$2.10	1000....	\$16.00
2nd Size. 100....	1.90	1000....	14.00

ORANGE AND YELLOW SHADES

(Continued)

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

California Sunshine. Beautiful orange-yellow with red veins. Very attractive, new variety very popular on Pacific Coast.

1st Size. 100....	\$4.50	1000....	\$40.00
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Golden Measure. Golden yellow, extra large flowers on a tall spike.

1st Size. 100....	\$2.30	1000....	\$18.00
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2nd Size. 100....	2.10	1000....	16.00
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Golden Eagle. Very early rich golden yellow ruffled—makes good spike.

1st Size. 100....	\$2.00	1000....	\$15.00
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2nd Size. 100....	1.75	1000....	12.50
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Golden Frills (New). Deep rich daffodil yellow with frilled edges. Very fine, prize winner.

1st Size. 100....	\$2.30	1000....	\$18.00
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2nd Size. 100....	2.10	1000....	16.00
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Ming Toy. Very beautiful buff flower with yellow throat.

1st Size. 100....	\$1.90	1000....	\$14.00
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2nd Size. 100....	1.60	1000....	11.00
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Orange Queen. An early bloomer, good grower and color copper-orange.

1st Size. 100....	\$2.20	1000....	\$17.00
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2nd Size. 100....	2.00	1000....	15.00
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Primunella (Prim.). A grand ruffled butterfly orchid-like flower. Orange-saffron color.

1st Size. 100....	\$1.90	1000....	\$14.00
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2nd Size. 100....	1.60	1000....	11.00
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Spirit of St. Louis. Fine early orange-saffron. Large spike with many open at one time.

1st Size. 100....	\$2.50	1000....	\$20.00
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2nd Size. 100....	2.30	1000....	18.00
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Schwaben. A clear citron-yellow with aster purple tongue on lower petals.

1st Size. 100....	\$2.00	1000....	\$15.00
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2nd Size. 100....	1.80	1000....	13.00
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Souvenir. Most superb deep yellow self tall stemmed.

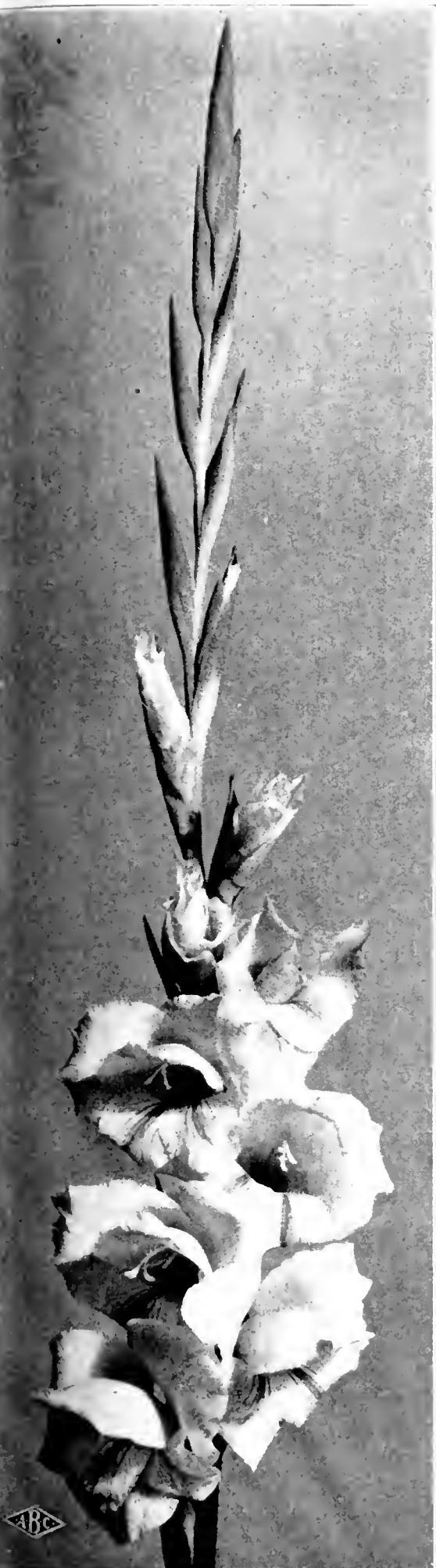
1st Size. 100....	\$1.90	1000....	\$14.00
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2nd Size. 100....	1.60	1000....	11.00
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EARLY ORDERS FOR GLADIOLUS BULBS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS

Temperature for Forcing Gladiolus

The best temperature is carnation house temperature (50 to 52 degrees Fahrenheit). Cooler temperatures to start with are satisfactory, as the gladiolus starts slowly and will not take kindly to any increase in heat before the bud shows, except the natural increase in heat which the sun gives during bright winter days and in spring.



"California Sunshine" Very Popular
on the Pacific Coast

A. B. C. "Supreme" Quality GLADIOLUS

Annual Production—Approximately Fifteen Million Bulbs

LAVENDER, VIOLET AND BLUE SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

Anna Eberius. Dark velvety plum-rose, throat deeper shade.

1st Size. 100....	\$2.30	1000....	\$18.00
2nd Size. 100....	2.00	1000....	15.00

Berty Snow. One of the best commercial lavenders. Has good substance.

1st Size. 100....	\$2.50	1000....	\$20.00
2nd Size. 100....	2.20	1000....	17.00

Capt. Boynton. Large flower; color, white suffused lavender, blotched deeper lavender in throat.

1st Size. 100....	\$2.30	1000....	\$18.00
2nd Size. 100....	2.00	1000....	15.00

Chas. Dickens. Beautiful violet-red with darker blotch. Very attractive.

1st Size. 100....	\$2.70	1000....	\$22.00
2nd Size. 100....	2.50	1000....	20.00

Marmorata. One of the finest new varieties; giant spike with six or eight enormous perfectly placed lavender-grey florets open at one time.

1st Size. 100....	\$2.30	1000....	\$18.00
2nd Size. 100....	2.10	1000....	16.00

Minuet. This large-flowered, clear, orchid-lavender is a joy to grow, with its beautiful placement and waxy texture. Easily at the top of the lavender list.

1st Size. 100....	\$2.90	1000....	\$24.00
2nd Size. 100....	2.50	1000....	20.00

Mrs. Van Konynenburg. A very fine strong growing blue Glad. Much superior to most of older blues.

1st Size. 100....	\$2.50	1000....	\$20.00
2nd Size. 100....	2.30	1000....	18.00

Pelegrina. Early large dark blue, six or more well placed blooms open at one time. Good forcer. The best dark blue variety.

1st Size. 100....	\$3.50	1000....	\$30.00
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"MINUET," ORCHID-LAVENDER, IS OUTSTANDING FOR CUTFLOWERS

LAVENDER, VIOLET AND

BLUE SHADES

(Continued)

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

Ruth Huntington. Beautiful violet-lilac with deeper lilac markings on lower petals.

1st Size. 100..	\$2.30	1000..	\$18.00
2nd Size. 100..	2.00	1000..	15.00

Violet Beauty. Tall, large, cerise-violet. Red throat blotches.

1st Size 100..	\$2.10	1000..	\$16.00
2nd Size. 100..	1.90	1000..	14.00

GLADIOLUS IN MIXTURE

KUNDERD'S "GLORY" STRAIN

Especially recommended to Florists, Nurserymen and Seedsmen for "bulb merchandising" to the public, for garden show or the production of mixed cutflowers.

Contains a good selection of Kunderd varieties with a large range of color.

1st Size. 100..	\$1.70	1000..	\$12.00
2nd Size. 100..	1.50	1000..	10.00

If in the Market for Quantity
Please Ask for Special
Quotation

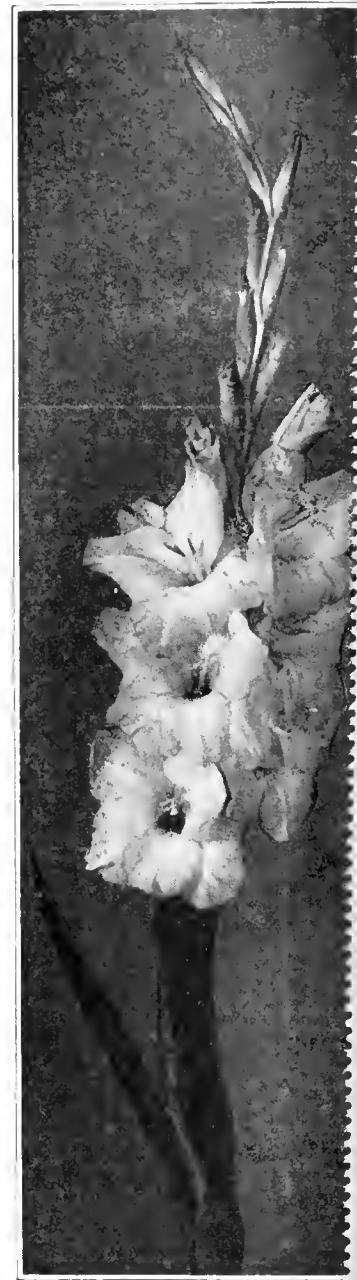
KUNDERD'S FAMOUS GLADIOLUS

At Previous Unheard-of Low Prices
(See Below Opposite)

If You
Merchandise
GLADIOLUS
BULBS
to the
Public

KUNDERD'S
"GLORY"
STRAIN
(Offered Below)

Will, We
Believe,
When Blooming
Period Comes
Around,
Redound
Highly
to the
Credit
of Your
Establishment
A. B. C.



Minuet

FORCING GLADIOLUS

The care of the gladiolus after they are started is very simple. Clean culture and careful attention to watering, and caution in not trying to hurry with additional heat is about all that need be mentioned. Exact timing of gladiolus is not practical, but they have a special merit as a cash crop for planting any time between January 15th and March 30th.

Gladiolus planted in March will come into bloom in a less number of days than those planted in January. Late January planted bulbs, on an average, will require about 115 to 120 days to come into bloom. Late February plantings will require about 90 to 100 days. Often the same variety of bulbs planted January 15th to February 15th will come into bloom about the same time. The percentage of blindness is greatly increased in the early plantings. For this reason, it is unwise to plant before January 15th. The use of electric light mornings and evenings will not cost more than additional heat and will hasten flowers and help prevent blindness.

Do not rely on one variety as it has been proved that with the gladiolus the very one that does the best one year may prove disappointing another, so it is best to have several varieties. It is also wise to treat the bulbs before planting with corrosive sublimate. The standard formula is 1 ounce to 8 gallons of water. Wooden or earthenware containers only can be used. Bulbs should be left in solution 2 to 3 hours and dried off somewhat before planting.

DEPEND ON AMERICAN BULB FOR YOUR GLADIOLUS NEEDS

"PICARDY"

The "Queen" of the Gladiolus Family

Ours is the original strain—the dark salmon-apricot color that has carried "Picardy" to the all-time top for cut flower Glads. Immense flowers on long spikes. The most amazing blooms in the flower world today, acclaimed by the trade, and public as well, as the "ideal" Gladiolus both for exhibition and cut flowers. "Picardy" is the most vigorous and tremendous propagator in the whole long list of named Gladiolus, consequently bulbs of this exceptional variety are now priced at a figure within the reach of all.

*Excerpt from Florists' Review
July 30, 1936*

"Glads" of Picardy

Not since the introduction of the renowned Mrs. Phipps has any gladiolus claimed the favor of cut flower buyers in the Chicago market as has Picardy. The apricot salmon color pleases everybody. The flowers open freely to an immense size and spikes can be cut open and will keep exceptionally well in long-distance shipping. Picardy's reception has exceeded the fondest hopes of its sponsors. This season, retailers paid top prices of \$2 to \$2.50 per dozen for the greenhouse-grown flowers. Last week, outdoor Picardy was ready in local plantings and sales of fancy, long spikes were made at \$1 to \$1.50 per dozen. Picardy grows to four feet outdoors. It is probably the easiest propagator of the entire list. The future of Picardy seems assured.

*Excerpt from Florists' Review
August 6, 1936*

Reporting Chicago Market

Strictly fancy gladoli were well cleared last week. The wide spread in prices reflected the variations in quality. Low-grade gladoli were offered at \$2 per hundred or less without effecting clearances; selling freely, however, were longer, clean spikes from the irrigated plantings, at \$3 to \$6 per hundred; taken quickly for decorations or fancy presentations were the specimen spikes of **Picardy** and equivalent varieties at \$1 to \$1.50 per dozen. Gladoli never brought prices like these before in summer months, but, then, the buyers say there was never a gladiolus like **Picardy**.

*Excerpt from Florists' Review
Sept. 17, 1936, reporting
Minnesota State Fair.*

Picardy Unbeatable

Picardy was again unbeatable; this variety won all prizes for salmon pink for F. F. Farrar, the Riverview Gardens, Glen Greaves and Charles Downing, in that order.

Special low prices for True Northern Grown "**Picardy**" bulbs, clean and healthy:

	Per 100	Per 1000
1st size, 1½ inch and up.....	\$2.30	\$18.00
2nd size, 1¼ inch and up.....	2.00	15.00
25 bulbs at 100 rate. 250 at 1000 rate. Write for prices on quantities.		



PICARDY

The "Queen" of all Gladiolus

Special Note: "Picardy" is equally as valuable for forcing as outdoor culture.

ANNUAL GLADIOLUS PRODUCTION OVER 15,000,000 BULBS



A: *Lilium Longiflorum* "Ercbu"
B: *Lilium Spec. Album*
C: *Lilium Spec. Magnificum*
(D) *Lilium Auratum*
(E) *Lilium Giganteum*

CHICAGO AMERICAN BULB CO. NEW YORK